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**BOOK OF PORN, EVERYTHING YOU  
NEED TO KNOW.**

# **BOOK OF PORN**



**EVERYTHING YOU NEED TO KNOW**

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## **BOOK OF PORN, EVERYTHING YOU NEED TO KNOW**

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**Documents 3: 2016 Complete Year in Review – Pornhub Insights**

**Document 4: 2015 Complete Year in Review – Pornhub Insights**

**Document 5: 2014 Complete Year in Review – Pornhub Insights**

**Document 6: Scandinavian Women Insights – Pornhub Insights**

**Document 7: North Korea Insights – Pornhub Insights**



The kingdom of heaven has come near !

## Sunday now a Day of Porn

“Pornhub sees the highest volume of traffic on Sundays..”

**Source: 2017 Complete Year in Review – Pornhub Insights** (page 17)

Instead of being a day of worship, SUNDAY HAS BECOME THE MOST POPULAR DAY FOR WATCHING PORN! The largest porn website in the world is reporting that SUNDAY is their biggest and busiest day in traffic to their website.

The fact is that many christians in their millions are visiting the filth and defiling themselves with it. In 2017 alone that porn website uploaded 68 years worth of pornography if watched continuously. Thats how many years one would need to watch all their 2017 filth! Thats enough data to fill the memory of every iPhone in the world! The filth is really piled up to heaven and it stinks! And its all available for free because that is the agenda of satan, to defile the children of God.

That website received 28.5 billion annual visits in 2017, 81 million daily average visits! 25 billion searches of porn were made on the website. Thats 50, 000 searches per minute, 800 searches per second! Thats how much porn is being consumed worldwide and christians definitely make up a large chunk of the statistics.

Yet it is written,

**“Do you not know that your bodies are members of Christ himself? Shall I then take the members of Christ and unite them with a prostitute? Never! Do you not know that he who unites himself with a prostitute is one with her in body? For it is said, “The two will become one flesh.” 1 Corinthians 6:15-16**

Many christians have taken the members of christ (their bodies) and united them to porn! They are now married to the demonic filth because it is written that the two will become one flesh! This is very tragic and very serious indeed. This calls for REPENTANCE! Who will not REPENT ? Who will refuse to REPENT of this abominable sin!

Porn statistics will be a witness against the children of God who are watching porn if you don't REPENT.

But I say to the true people of God, now you must come out of her! Come out of pornography! Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

**“Come out of her, my people,**  
so that you will not share in her sins,  
so that you will not receive any of her plagues;  
**for her sins are piled up to heaven,**  
**and God has remembered her crimes.”** Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent and return to JESUS right away,

Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and against my own body, which is the temple of the Holy Spirit. I have defiled your temple with sexual sin, pornography and wickedness. I have become the body of the harlot. Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits. Disconnect me from filthy jezebel. Disconnect me from all ties to demonic spirits. Disconnect me from spiritual ties to satan. Make me clean LORD JESUS, make me once again into the temple of the HOLY SPIRIT. Help me not to be defiled again. Help me JESUS not to return to sexual sin and porn. I repent of idolatry, lies, and all wicked acts. Please forgive me. Today I am born again and I am receiving you JESUS, I am receiving you FATHER, I am receiving you HOLY SPIRIT. Amen.

WARNING!

**“Flee from sexual immorality.** All other sins a person commits are outside the body, but whoever sins sexually, sins against their own body. Do you not know that **your bodies are temples of the Holy Spirit**, who is in you, whom you have received from God? You are not your own; you were bought at a price. **Therefore honor God with your bodies.”** 1 Corinthians 6:18-20

If you REJECT THIS INSTRUCTION, THEN YOU HAVE REJECTED GOD, for it is written,

**“For God did not call us to be impure, but to live a holy life. Therefore, anyone who rejects this instruction does not reject a human being but God, the very God who gives you his Holy Spirit.”** 1 Thessalonians 4:7-8

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

Muranda wa Mwari



## Published by Muranda wa Mwari

I serve my LORD JESUS. [murandawamwari\(at\)icloud.com](mailto:murandawamwari(at)icloud.com)

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Muranda wa Mwari

**January 22, 2018**

**Jesus is LORD, Repent**

**bdsm, christian porn, demons, desires, divination, hentai, Holy Spirit, idolatry, Jesus, lucifer, magic, naked, porn, porn adult, porn epidemic, porn movies, porn tube, porn videos, pornhub, prostitute, Repent, Repentance, satan, satanism, seduction, sex, sex chat, sex magic, sexual, temptation, witchcraft**

**COMMENTS ARE CLOSED.**



**UP ↑**

The kingdom of heaven has come near !

# Sexually Transmitted Demons and Idolatry (STD and STI)

A great number of demons are transmitted sexually and sexual sin is exclusively linked to idolatry. These two abominable sins (sexual sin and idolatry) are certain to separate anyone from God and that is why the enemy satan has used these weapons against the children of God. The weapons serve to seduce and lead astray many, which is precisely the agenda of satan.

In ancient times, idolatrous shrine prostitutes (male and female) worshipped their idols by offering their bodies in prostitution to strangers. This practice is well recorded in the book of Hosea 4:14 which says, **"I will not punish your daughters when they turn to prostitution, nor your daughters-in-law when they commit adultery, because the men themselves consort with harlots and sacrifice with shrine prostitutes— a people without understanding will come to ruin!"**

These occult practises are active in many churches today in Zimbabwe and across the world. The Lord Jesus clearly warned about these things in his message to the spiritual churches of Pergamun and Thyatira. In Zimbabwe, these two spiritual churches exist and are operating and many are their followers. This calls for wisdom, to find out which of the 7 churches of Revelation are you as an individual.

To the Church in Pergamum:

**"Nevertheless, I have a few things against you: There are some among you who hold to the teaching of Balaam, who taught Balak to entice the Israelites to sin so**

**that they ate food sacrificed to idols and committed sexual immorality."** Revelation 2:14

To the Church in Thyatira:

**"Nevertheless, I have this against you: You tolerate that woman Jezebel, who calls herself a prophet. By her teaching she misleads my servants into sexual immorality and the eating of food sacrificed to idols. I have given her time to repent of her immorality, but she is unwilling."** Revelation 2:20-21

Notice clearly that in both churches of Pergamum and Thyatira, sexual sin and idols (eating food sacrificed to idols) are the two prominent methods employed by the enemy to destroy the church. Likewise in Zimbabwe there are secret shrine idolatrous prostitutes who entered the church and are enticing her into these abominable sins. These agents of darkness operate stealthily and many are even operating as pastors, prophets and congregants. They are initiated into the cults of darkness and pose as christians but their agenda is to bring darkness into the lives of christians.

Why does satan use these methods?

Lucifer knows that in the old days Israel joined themselves to the worshiping of Baal (satan) through sexual sin and eating food sacrificed to idols. It is written in Numbers 25:1-3, "While Israel was staying in Shittim, the men began to indulge in sexual immorality with Moabite women, 2 who invited them to the sacrifices to their gods. The people ate the sacrificial meal and bowed down before these gods. 3 So Israel yoked themselves to the Baal of Peor. And the Lord's anger burned against them."

Likewise today, satan is yoking many christians to himself through the agency of sexual sin and idolatry. Jezebel was an agent of darkness and her spirit is aiding satan today against the church. Many pastors and congregants and so called prophets are yoked (married) to the evil spirit of Jezebel and they have been initiated into the dark occult practices in secret. By their fruits you can see them! Jezebel was prominent, calculative, vindictive, rich, powerful, influential, she dressed elegantly and seductively, she practiced the dark occult arts and many prophets ate from her table. So it is today and her followers bare her wicked traits.

Many have yoked themselves to her demon via sexual sin. Jezebel seizes any sexual sin to effectively yoke herself to that christian and she will influence that persons life to accomplish wickedness. This is unfortunately is the spiritual state of affairs of many christians today. Sadly, like Jezebel, they REFUSE TO REPENT!

But to anyone who has not learned her so called ways, this is time to break away from her. Today is the day to come out of her influence, by the grace of JESUS. Today, Jezebel must loose !

Those who want to be rid of the Jezebel spirit and its tricks, let us return to JESUS right away.

Say,

LORD JESUS, I am a sinner. Please forgive me. I repent of sexual sin and idolatry. I repent of yoking myself to the darkness through sin. Disconnect me from the spirit of Jezebel. Disconnect me from all unclean spirits. Disconnect me from satan and his demons. LORD JESUS, come into my heart and be my LORD and SAVIOUR. Lead me not into temptations, but deliver me from all evil. Fill me with your HOLY SPIRIT. Write and keep my name in the BOOK OF LIFE. I confess with my mouth that MY LORD JESUS rose from the dead and that JESUS IS LORD. Save me JESUS and may I not be put to shame. Amen.

Blessing.

Dear JESUS, HEAVENLY FATHER, MIGHTY HOLY SPIRIT. Thank you for the BLOOD OF JESUS. I plead that HOLY BLOOD OVER ALL WHO HAVE REPENTED HERE. DISCONNECT THEM from the evil spirit of Jezebel. Disconnect them from satan. Help them LORD JESUS to not be defiled. Help them and make them clean with the BLOOD OF JESUS. Please write and keep their names in the BOOK OF LIFE. Bless them. Bless their homes. Bless their families. Heal the sick. Provide for the needy. No one can snatch them out of your hand oh LORD JESUS. Amen.

Shalom.

Muranda wa Mwari, Tendai Tagarira



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Muranda wa Mwari

**January 16, 2018**

**Jesus is LORD**

**demons, idolatry, jezebel, magic, muranda wa mwari, naked, occult, porn, pornhub, sacred sex, sex cults, sex ritual, sex worship, sexual sin, wicca, witchcraft, xvideos, youporn**

**COMMENTS ARE CLOSED.**



**UP ↑**

The kingdom of heaven has come near !

# Porn Videos Destroying Christians

Porn is a gateway to the Mystery Babylon Demonic Spirit and many so called christians now constitute the harlot body of mystery babylon. Anyone who has ever visited a porn site and has not repented and stopped watching the filth is essentially harbouring impure demonic spirits. That is a fact!

**“Then the angel said to me, “The waters you saw, where the prostitute sits, are peoples, multitudes, nations and languages.” Revelation 17:5**

That is why the enemy satan has enabled pornography to become freely available on the internet. Its not normal but that is the reality today. Many christians, even children are accessing the filth with the mere click of a button on their cell phones, laptops or computers. There are also a lot of porn magazines and dvds circulating. Many have become addicted to the filth, frequently visiting porn sites to defile themselves. It is an astronomic epidemic !

The enemy satan knows that the power of the christians is the Holy Spirit. He knows the christian body is the temple of the Holy Spirit. He knows that by seducing christians into pornography, they will seize to be the TEMPLE OF THE Holy Spirit and instead become the body and flesh of the prostitute, which he can use to facilitate his evil agenda.

Statistics from <http://www.similarweb.com> reveal that porn sites receive billions of views a month and billions of unique visitors globally. Zimbabwe’s most visited websites include several porn websites. Many christians are represented on the statistics. One wonders why is there so much sexual perversion in christian lives? There are so many sex scandals involving christians. The prisons are filled with so called pastors who were convicted for rape. The courts are filled with rape cases against christians ! Why? It is because of sexual sin! Many have fallen to sexual sin!

The bible clearly warns us to FLEE from sexual sin but instead many christians are fleeing to porn sites in their millions, if not billions. They are giving satan victory over them. They are now part of global body of the whore of Babylon. They are drunk on the filth of fornication and adultery ! Even kings, heads of state, wealthy merchants and high profile people are in pornography!

**“For all the nations have drunk the maddening wine of her adulteries. The kings of the earth committed adultery with her, and the merchants of the earth grew rich from her excessive luxuries.” Revelation 18:3**

But I say to the true people of God, now you must come out of her! Come out of pornography! Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

**“Come out of her, my people,**  
so that you will not share in her sins,  
so that you will not receive any of her plagues;  
**for her sins are piled up to heaven,**  
**and God has remembered her crimes.”** Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent  
and return to JESUS right away,

Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and  
against my own body, which is the temple of the Holy Spirit. I have defiled your temple  
with sexual sin, pornography and wickedness. I have become the body of the harlot.  
Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits.  
Disconnect me from filthy jezebel. Disconnect me from all ties to demonic spirits.  
Disconnect me from spiritual ties to satan. Make me clean LORD JESUS, make me once  
again into the temple of the HOLY SPIRIT. Help me not to be defiled again. Help me  
JESUS not to return to sexual sin and porn. I repent of idolatry, lies, and all wicked acts.  
Please forgive me. Today I am born again and I am receiving you JESUS, I am receiving  
you FATHER, I am receiving you HOLY SPIRIT. Amen.

WARNING!

**“Do not be deceived: God cannot be mocked. A man reaps what he sows. Whoever sows  
to please their flesh, from the flesh will reap destruction; whoever sows to please the  
Spirit, from the Spirit will reap eternal life.”** Galatians 6:7-8

And concerning NEW JERUSALEM, the bible says

**“Nothing impure will ever enter it, nor will anyone who does what is shameful or  
deceitful, but only those whose names are written in the Lamb’s book of life.”**  
Revelation 21:27

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

Muranda wa Mwari





## Published by Muranda wa Mwari

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Muranda wa Mwari

**January 21, 2018**

**Jesus is LORD, Repent**

**adam and eve, bdsm, demons, desires, Faith, fallen angels, hentai, idolatry, idols, Jesus, lucifer, magic, naked, occult, orgasm, porn, porn movies, porn tube, porn videos, pornhub, prophecy, prostitute, Repentance, satanism, seduction, sex, sex chat, Temple, temptation, witchcraft**

**COMMENTS ARE CLOSED.**



**UP ↑**

The kingdom of heaven has come near !

# Marry Worship is Sin Like Porn

Right when Jesus was doing his ministry on earth, some people were already inclined to venerate his mother and JESUS rebuked them!

“ As Jesus was saying these things, **a woman in the crowd called out, “Blessed is the mother who gave you birth and nursed you.** He replied, **“Blessed rather are those who hear the word of God and obey it.”** Luke 11:27-28

The answer Jesus gave automatically dismisses the veneration or worship of mary. Therefore mary worship is sin like porn, it is spiritual adultery!

It is also written and remains written, **“For there is one God and one mediator between God and mankind, the man Christ Jesus”** 1 Timothy 2:5

This means that mary does not and can not and is unable to mediate between God and mankind. Mary is not the bread of life. Those who try to go through mary in order to worship God are spiritually hungry and thirsty because Mary can never satisfy spiritual hunger and thirst!

Then Jesus declared, **“I am the bread of life.** Whoever comes to me will never go hungry, and whoever believes in me will never be thirsty.” John 6:35

Why should anyone worship mary? Even the holy angels of heaven refuse to be worshipped. Why would mary be inclined to receive veneration and worship? The biblical mary would never consent to such a thing! Never!

“I, John, am the one who heard and saw these things. And when I had heard and seen them, **I fell down to worship at the feet of the angel who had been showing them to me.** **But he said to me, “Don’t do that! I am a fellow servant with you and with your fellow prophets and with all who keep the words of this scroll. Worship God!”** Revelation 22:8-10

So if a high-ranking holy angel vehemently refused to be worshiped by John, why should mary who is a little lower than the holy angels be worshipped?

If you have been worshipping mary, you ought to repent of sin and turn away from it. Today is the day you must choose, whether to worship GOD or to continue worshipping mary and her image, who is not God and is not the bread of life!

Those who want to repent, let us return to Jesus right away.

Say,

Dear Jesus, I repent of bowing the knee to marry. I repent of venerating marry. I repent of worshiping her image. I repent of idolizing mary. Please forgive me, a sinner. Disconnect me from the worship of mary and the worship of the saints and angels. I receive you LORD JESUS in my heart, as my only saviour and mediator with God. I confess with my mouth and tongue that JESUS IS LORD and apart from JESUS there is no saviour. Please fill me with your Holy Spirit and write and keep my name in the BOOK OF LIFE OF JESUS. Remember me when you establish your KINGDOM. Today I receive you JESUS, I receive you Holy Spirit, I receive you FATHER and I am born again. Amen.

Blessing.

LORD JESUS, MIGHTY FATHER, PRECIOUS HOLY SPIRIT, Bless all who have repented here and turned away from idolizing and worshiping marry and saints and angels. Disconnect them from the abomination. Create in them new hearts, and fill them with the HOLY SPIRIT. Give them peace and joy that is from JESUS. Use them to demolish the idols. Use them to preach your kingdom. Heal those who are sick. Provide for those who lack any good thing. I commit their lives into your most able hands. Amen.

Shalom

Muranda wa Mwari



Published by Muranda wa Mwari

I serve my LORD JESUS. [murandawamwari\(at\)icloud.com](mailto:murandawamwari(at)icloud.com)

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Muranda wa Mwari

**January 22, 2018**

**Jesus is LORD, Repent**

desires, divination, Faith, hentai, Holy Spirit, Jesus, lust, magic, marry worship, naked, occult, porn, porn movies, porn videos, prophecy, queen of heaven, Repentance, satan, seduction, sex chat, sexual, Temple, temptation, wicca

**COMMENTS ARE CLOSED.**



UP ↑

The kingdom of heaven has come near !

## Porn Deliverance

I say to the true people of God, now you must come out of her! Come out of pornography!  
Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

“**Come out of her, my people,**  
so that you will not share in her sins,  
so that you will not receive any of her plagues;  
for **her sins are piled up to heaven,**  
and **God has remembered her crimes.**” Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent  
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Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and  
against my own body, which is the temple of the Holy Spirit. I have defiled your temple  
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Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits.  
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**temples of the Holy Spirit**, who is in you, whom you have received from God? You are  
not your own; you were bought at a price. **Therefore honor God with your bodies.**” 1  
Corinthians 6:18-20

If you REJECT THIS INSTRUCTION, THEN YOU HAVE REJECTED GOD, for it is  
written,

**“For God did not call us to be impure, but to live a holy life. Therefore, anyone who rejects this instruction does not reject a human being but God, the very God who gives you his Holy Spirit.” 1 Thessalonians 4:7-8**

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

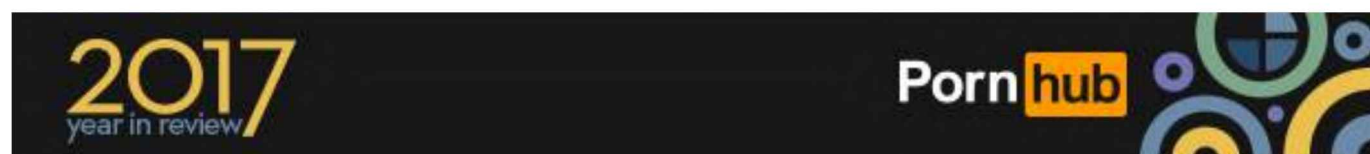
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UP ↑

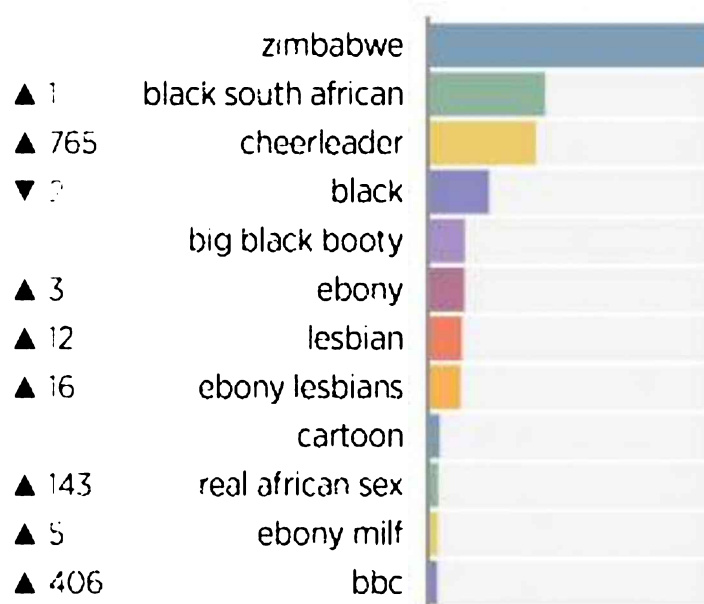
The kingdom of heaven has come near !

# Church of Porn 2017 Statistics



## ZIMBABWE

### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 2771%
black doggystyle	▲ 651%
babysitter threesome	▲ 569%
south africa	▲ 518%
squirting	▲ 512%
reverse cowgirl	▲ 499%

### Most Searched People

- 1 kim kardashian
- 2 kendra lust
- 3 cherokee d ass
- 4 ava devine
- 3 asa akira

### Top 5 Categories

- 1 Ebony
- 2 Big Dick
- 3 Lesbian
- 4 Ass
- 5 MILF

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 268% Ebony
- 2 ▲ 170% Uniforms
- 3 ▲ 132% Hardcore
- 4 ▲ 113% School
- 5 ▲ 86% Ass

Worldwide Rank

**119**

Average Visit Duration

**11 Minutes 01 Seconds**

Female Proportion

**33%**

Even in a poor and largely christian country like Zimbabwe, PORN is being consumed and many christians are drunk with it. The following 2017 statistics concern Zimbabwe. Muranda wa Mwari officially obtained these disturbing statistics from the communications director of Pornhub.

Firstly, 81% of porn visitors from Zimbabwe are using Smartphones, 11% tablet and only 8% desktop. 33% of Zimbabwe porn traffic comes from Zimbabwean women, compared to the global average of 25%. Most popular day is Sunday and least popular is Friday. So the most popular worship session happening on a Sunday in Zimbabwe is PORN!

### ***Source: 2017 Complete Year in Review – Pornhub Insights***

Big data and statistical analysis reveal that porn is now by far the biggest religion on earth. The Church of Porn has billions of worshippers globally, who visit and worship at the various digital porn altars. Sadly, many professing christians are members of the Church of Porn.

The spirit behind porn is documented clearly in Revelation 17. It is written,

### **Babylon, the Prostitute on the Beast:**

“Then the angel carried me away in the Spirit into a wilderness. There I saw a woman sitting on a scarlet beast that was covered with blasphemous names and had seven heads and ten horns. The woman was dressed in purple and scarlet, and was glittering with gold, precious stones and pearls. She held a golden cup in her hand, **filled with abominable things and the filth of her adulteries**. The name written on her forehead was a mystery:

babylon the great

the mother of prostitutes

and of the abominations of the earth. ” Revelation 17:3-5

Porn pilgrims are indeed drinking from her filthy golden cup of PORN, which is filled with the abominable FILTH of her prostitution. Like the woman, porn is alluring to the sinner, it is glittering with filth and many are her lovers.

Pornhub, the worlds biggest porn altar boasts of the following statistics:

### ***Source: 2017 Complete Year in Review – Pornhub Insights***



- In 2017, pornhub altar alone received 28.5 billion annual visits from porn pilgrims. A total, 595,482 hours of video were uploaded to pornhub, the equivalent of 68 YEARS of porn if watched continuously and enough data to fill the storage of all of the world's iPhones.
- Sunday is the most popular day of worship for porn pilgrims.
- The average age of a porn pilgrim is 35.3 years, with 60% being under the age of 65.
- 74% of porn pilgrims are men and 26% are women.
- 72% of traffic to the filth altar is done through mobile devices, including smartphones and tablets.
- The average duration of a pilgrimage is 9 minutes and 36 seconds.
- There are 115 million daily visits by pilgrims to the filth altar and 27 billion visits per year.

The church of porn has many high ranking priests and priestesses popularly known as pornstars, who officiate defilements and various depraved and vile porn altars.

Countries like United States, Britain, India, and Japan have the most porn pilgrims and even countries like North Korea where porn is banned have many pilgrims visiting the Church of Porn.

If this data does not bother you then I don't know what I can write and say to you. If you are a true child of God, please repent today of the pornography that is in the world and is defiling many souls, leading them straight to the pit of gloom!

## PROVERBS 7, Warning Against the Adulterous Woman (PORN)

- “7 My son, keep my words  
and store up my commands within you.
- 2 Keep my commands and you will live;  
guard my teachings as the apple of your eye.
- 3 Bind them on your fingers;  
write them on the tablet of your heart.
- 4 Say to wisdom, “You are my sister,”  
and to insight, “You are my relative.”
- 5 They will keep you from the adulterous woman,  
from the wayward woman with her seductive words.
- 6 At the window of my house  
I looked down through the lattice.
- 7 I saw among the simple,  
I noticed among the young men,  
a youth who had no sense.
- 8 He was going down the street near her corner,

- walking along in the direction of her house  
9 at twilight, as the day was fading,  
as the dark of night set in.
- 10 Then out came a woman to meet him,  
dressed like a prostitute and with crafty intent.
- 11 (She is unruly and defiant,  
her feet never stay at home;  
12 now in the street, now in the squares,  
at every corner she lurks.)
- 13 She took hold of him and kissed him  
and with a brazen face she said:
- 14 "Today I fulfilled my vows,  
and I have food from my fellowship offering at home.
- 15 So I came out to meet you;  
I looked for you and have found you!
- 16 I have covered my bed  
with colored linens from Egypt.
- 17 I have perfumed my bed  
with myrrh, aloes and cinnamon.
- 18 Come, let's drink deeply of love till morning;  
let's enjoy ourselves with love!
- 19 My husband is not at home;  
he has gone on a long journey.
- 20 He took his purse filled with money  
and will not be home till full moon."
- 21 With persuasive words she led him astray;  
she seduced him with her smooth talk.
- 22 All at once he followed her  
like an ox going to the slaughter,  
like a deer[a] stepping into a noose[b]
- 23 till an arrow pierces his liver,  
like a bird darting into a snare,  
little knowing it will cost him his life.
- 24 Now then, my sons, listen to me;  
pay attention to what I say.
- 25 Do not let your heart turn to her ways  
or stray into her paths.
- 26 Many are the victims she has brought down;

her slain are a mighty throng.  
27 Her house is a highway to the grave,  
leading down to the chambers of death.”

## Porn Deliverance:

I say to the true people of God, now you must come out of her! Come out of pornography!  
Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

“**Come out of her, my people,**  
so that you will not share in her sins,  
so that you will not receive any of her plagues;  
for **her sins are piled up to heaven,**  
and **God has remembered her crimes.**” Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent  
and return to JESUS right away,

Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and  
against my own body, which is the temple of the Holy Spirit. I have defiled your temple  
with sexual sin, pornography and wickedness. I have become the body of the harlot.  
Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits.  
Disconnect me from filthy jezebel. Disconnect me from all ties to demonic spirits.  
Disconnect me from spiritual ties to satan. Make me clean LORD JESUS, make me once  
again into the temple of the HOLY SPIRIT. Help me not to be defiled again. Help me  
JESUS not to return to sexual sin and porn. I repent of idolatry, lies, and all wicked acts.  
Please forgive me. Today I am born again and I am receiving you JESUS, I am receiving  
you FATHER, I am receiving you HOLY SPIRIT. Amen.

WARNING!

“**Flee from sexual immorality.** All other sins a person commits are outside the body, but  
whoever sins sexually, sins against their own body. Do you not know that **your bodies are  
temples of the Holy Spirit**, who is in you, whom you have received from God? You are  
not your own; you were bought at a price. **Therefore honor God with your bodies.**” 1  
Corinthians 6:18-20

If you REJECT THIS INSTRUCTION, THEN YOU HAVE REJECTED GOD, for it is  
written,

“**For God did not call us to be impure, but to live a holy life.** Therefore, **anyone who  
rejects this instruction does not reject a human being but God**, the very God who gives  
you his Holy Spirit.” 1 Thessalonians 4:7-8

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

Muranda wa Mwari, Tendai Tagarira.

<http://www.murandawamwari.com>



## Published by Muranda wa Mwari

I serve my LORD JESUS. [murandawamwari\(at\)icloud.com](mailto:murandawamwari@icloud.com)

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Muranda wa Mwari

**January 23, 2018**

**Jesus is LORD, Repent**

adam and eve, bdsm, demons, divination, ephesus, Faith, fallen angels, hentai, Holy Spirit, idolatry, idols, Jesus, lucifer, lust, naked, occult, orgasm, porn, porn adult, porn epidemic, porn movies, porn tube, porn zimbabwe, pornhub, prostitute, rape, Repent, Repentance, rome, sacred sex, satan, satanism, sex, sex chat, sex photos, sex video, sorcery, Temple, temptation, whore of babylon, wicca, witchcraft, youporn

**COMMENTS ARE CLOSED.**



UP ↑

# 2017 Year in Review

[0 comments](#) January 9, 2018



Welcome to Pornhub's 5th annual Year in Review, the best place to discover and reflect on what we've collectively been searching for and how we've been viewing porn in 2017. After our colossal [2016](#) recap, we are back at it again, with new numbers and updated graphs, displaying how the last year's highs and lows played out on Pornhub.

Once again, we did a lot of hosting this year, catering to some 28.5 billion visitors, which turns out to be an average of 81 million people per day! With 24.7 billion searches performed on the site this year, there was clearly a lot to find, as this translates to about 50,000 searches per minute and 800 searches per second. This is also incidentally the same number of hamburgers that McDonalds sells every second, which has nothing to do with us but somehow makes the numbers easier to digest?



# 2017

YEAR IN REVIEW

## 28.5 BILLION

ANNUAL VISITS TO PORNHUB 



## 25 BILLION SEARCHES PERFORMED

50,000 SEARCHES PER MINUTE

800 SEARCHES PER SECOND





**VIDEOS UPLOADED**



## HOURS OF PORN UPLOADED



**68**  
YEARS



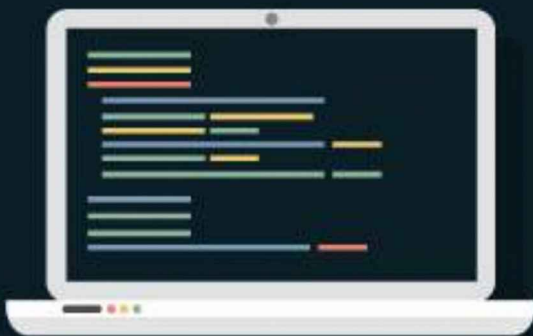
**24,811**  
DAYS



**595,482**  
HOURS

## DATA TRANSFERRED

# 3,732 PETABYTES



**10,225,205 GB** PER DAY

**426,050 GB** PER HOUR

**7,101 GB** PER MINUTE

**118 GB** PER SECOND



THAT'S ENOUGH DATA TO  
FILL THE MEMORY OF

**EVERY IPHONE**

CURRENTLY IN USE AROUND  
THE WORLD.



**VIDEO VOTES IN 2017**  
**120 MILLION**

Our users and content partners uploaded over 4 million videos in 2017, including 810,000 amateur videos. That's more videos than the number of people who visit the Great Wall of China each year. In total, 595,482 hours of video were uploaded, which is 68 YEARS of porn if watched continuously. To put that number into perspective, in 1949 (68 years ago) the world's first commercially available computer was released. If you somehow managed to log into Pornhub on your new Ferranti Mark 1, you would still be watching new videos from 2017 today.

While we are on the topic of mind-bending stats, a total of 3,732 Petabytes of data was streamed in 2017, which makes for 7,101 GB per minutes and 118 GB per second. That is enough data to fill the storage of all of the world's iPhones currently in use. In fact, every 5 minutes Pornhub transmits more data than the entire contents of the New York Public library's 50 million books.

Over the course of 2017 there were 120 million video votes on Pornhub of which nearly 80% were positive. That's a million votes more than we cast in the last U.S. Presidential election.

2017 also marked Pornhub's 10th Anniversary, at which time we released a full decade worth of Pornhub's top data and trends here on the Insights blog.

## **EVERYONES IN SEARCH OF SOMETHING**

The numbers are showing that people are more interested than ever before in [REDACTED]

[REDACTED] Regardless of how you define porn for women, it feels good to be spreading...the good word.



“2017 seems to have been the year where women have come forward to express their desires more openly” notes Dr. Laurie Betito, sex therapist and director of the Pornhub Sexual Wellness Center. “From the “Me too” movement to prominent females the likes of Hillary Clinton and Nikki Haley on the world stage, women are feeling more empowered and they have found their voice. This is a sign of things to come.”

Rick and Morty porn parodies also blasted off this year, and the passing fascination with Fidget Spinners caused a big spike in porn searches (and some very creative amateur videos). Lots of people discovered ASMR (Autonomous Sensory Meridian Response) porn this year, too and liked what they heard. We also saw major increases in the popularity of Hentai (nsfw) around the world, and fans of cheerleaders caused a massive boost in these searches as well.

## The Searches that Defined 2017

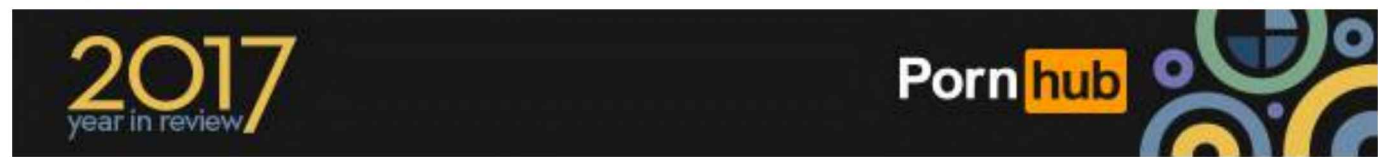


PORNHUB.COM/INSIGHTS

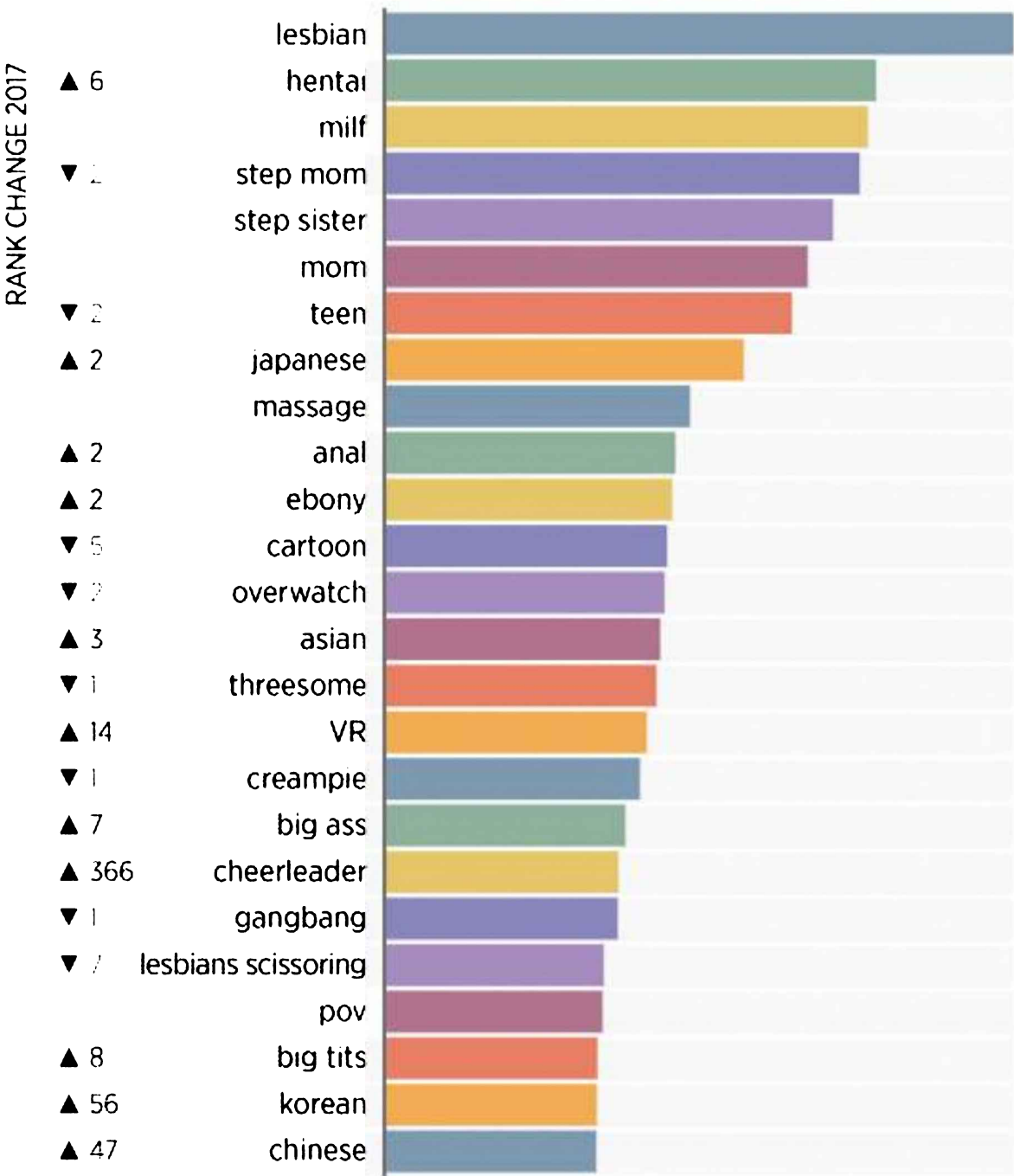
Once again, the numbers show that searches for women enjoying other women top the charts, with 2017 being the third year in a row that 'lesbian' was the number one searched term worldwide.

That's not much of a surprise, says Dr. Laurie. "Lesbians have been the #1 fantasy of men since the beginning of time. For the men that aren't likely to ever have a threesome with lesbians, this is an ideal way for them to live out their fantasy. We can't ignore women viewers though; for women that have a soft fantasy or curiosity, lesbian porn allows them to explore that part of their sexuality without risk. Of course, for bi or lesbian women, this

category is an obvious choice.”



# Most Searched for Terms of 2017



PORNHUB.COM/INSIGHTS

hentai", which has been said to have an even more abundant history than porn itself, was the second most searched term for 2017. This is a very old practice of drawing sexually explicit acts in order to 'aid' the process of masturbation. It has been slowly making its way up the searches list every

year and made a significant, 6 term leaps to hold second place this year. If somehow you are unfamiliar with Hentai, (which our numbers show is highly unlikely) the sum up is that it's 'a subgenre of the Japanese genres of manga and anime, containing overtly sexualized characters and sexually explicit images', and yes, you always see the plot cumming.

According to Dr. Laurie, "[REDACTED]

[REDACTED] Good, bad or indifferent, Hentai is an escape, not much different than seeing a sci-fi movie at a local theater for a couple of hours of mindless distraction."

It is also worth mentioning that Virtual Reality Porn continues to gain in popularity, moving up 14 spots on the list from 2016. Cheerleaders came back with a bang, moving up 366 slots and into our top 20 searches of the year.

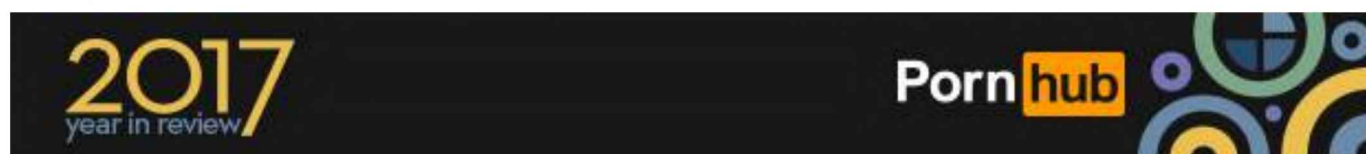
"What male has never had a fantasy involving cheerleaders, a teacher or a female auto mechanic? Virtual reality porn allows them to indulge their fantasies in a risk free and non-threatening manner" says Dr. Laurie.

[illegible]

## PRODUCERS

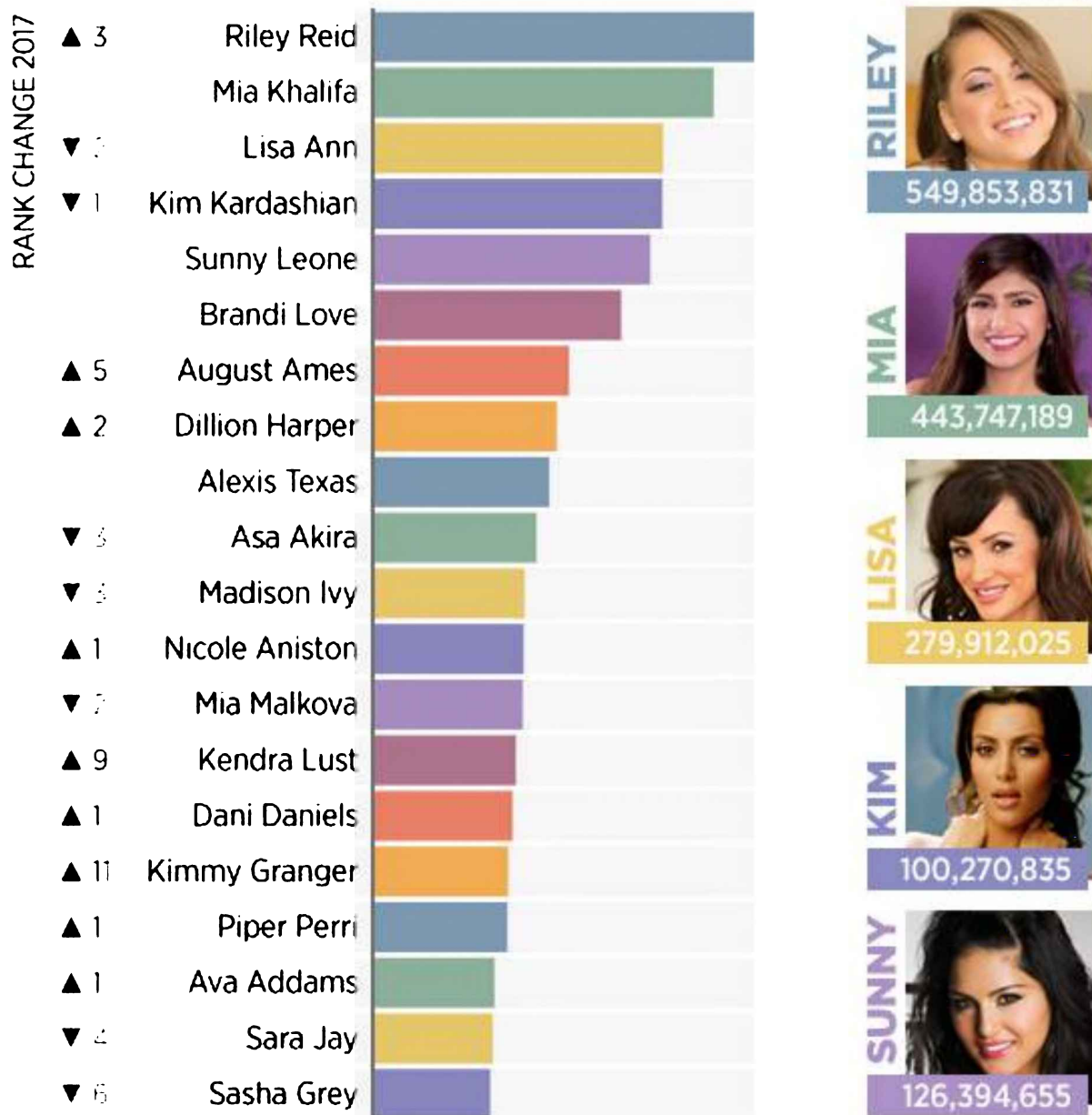
Coming in at number one on our list this year is everyone's favorite girl next door – Riley Reid (nsfw). Not only was she the most searched for pornstar, but Riley's videos racked up over half a billion views in 2017. Next up we have, Mia Khalifa (nsfw) as the second most searched pornstar for 2017! Famously known as 'The Hijab Pornstar' she has held onto her

number two spot, just ahead of perennial favorite Lisa Ann (nsfw).



## Most Searched for Pornstars

Video Views  
in 2017



PORNHUB.COM/INSIGHTS

Crossover stars Lisa Ann and Kim Kardashian (nsfw) are constantly making the top of the charts, coming in third and fourth place respectively in the most searched for Pornstar ranking. Lisa Ann has been an actor, producer and director of award-winning adult movies for years. Kim K is not leaving the most searched list any time soon, and has held down her ranking for the past four years.

Sunny Leone (nsfw) aka 'The Bollywood pornstar' maintained her position in the top 5 for the 3rd year in a row. Known for her ultra-hot lesbian scenes, more than 126 million videos featuring Sunny were viewed over the course of the year.

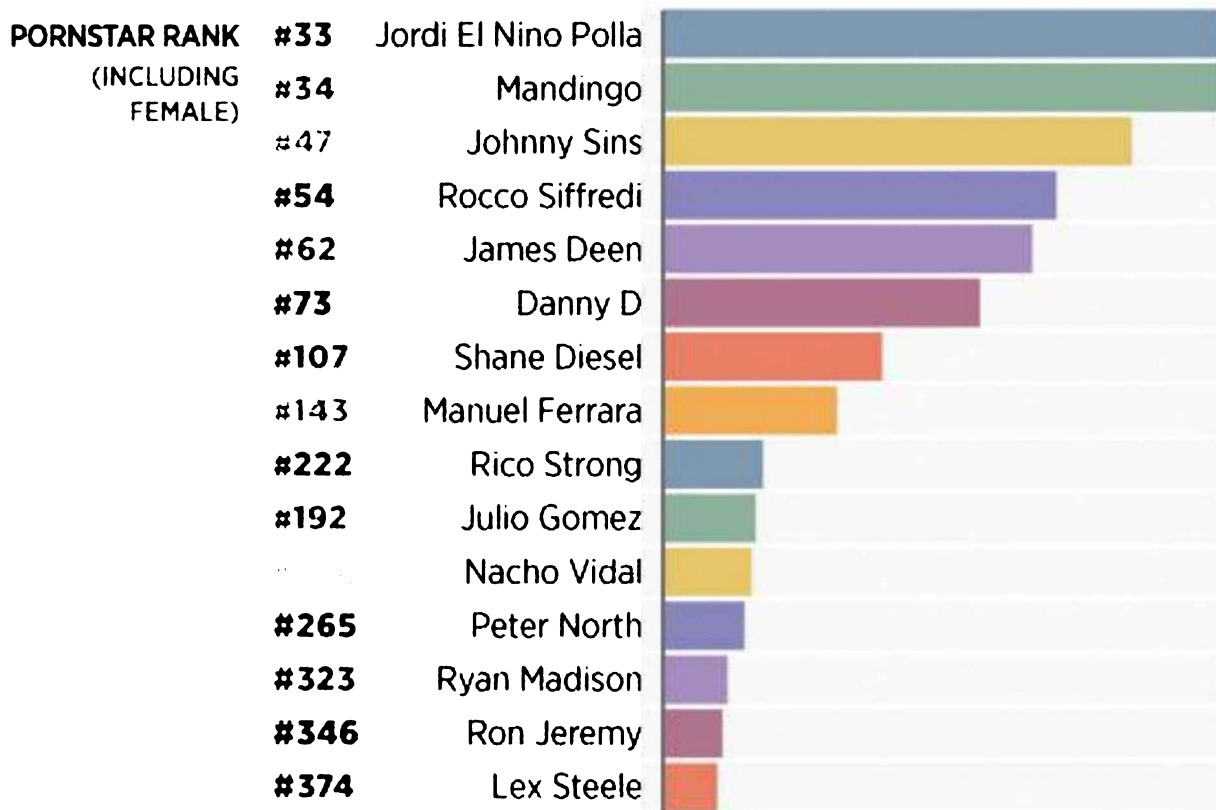
## **MALE PORNSTARS**

Jordi El Nino Polla (nsfw) started his career in Spain at the age of 20 and just one year later was voted the Best Male Newcomer in the 2016 AVN awards. After joining as an exclusive performer for Brazzers, he continued his rise in popularity to become Pornhub's most searched for male pornstar of 2017.

Second places goes to Mandingo (nsfw), followed by Rocco Siffredi (nsfw). Compared to newcomer Jordi El Nino, Mandingo and Rocco are industry legends who along with performing have taken to directing and producing some of today's hottest porn videos.



## Most Searched for Male Pornstars



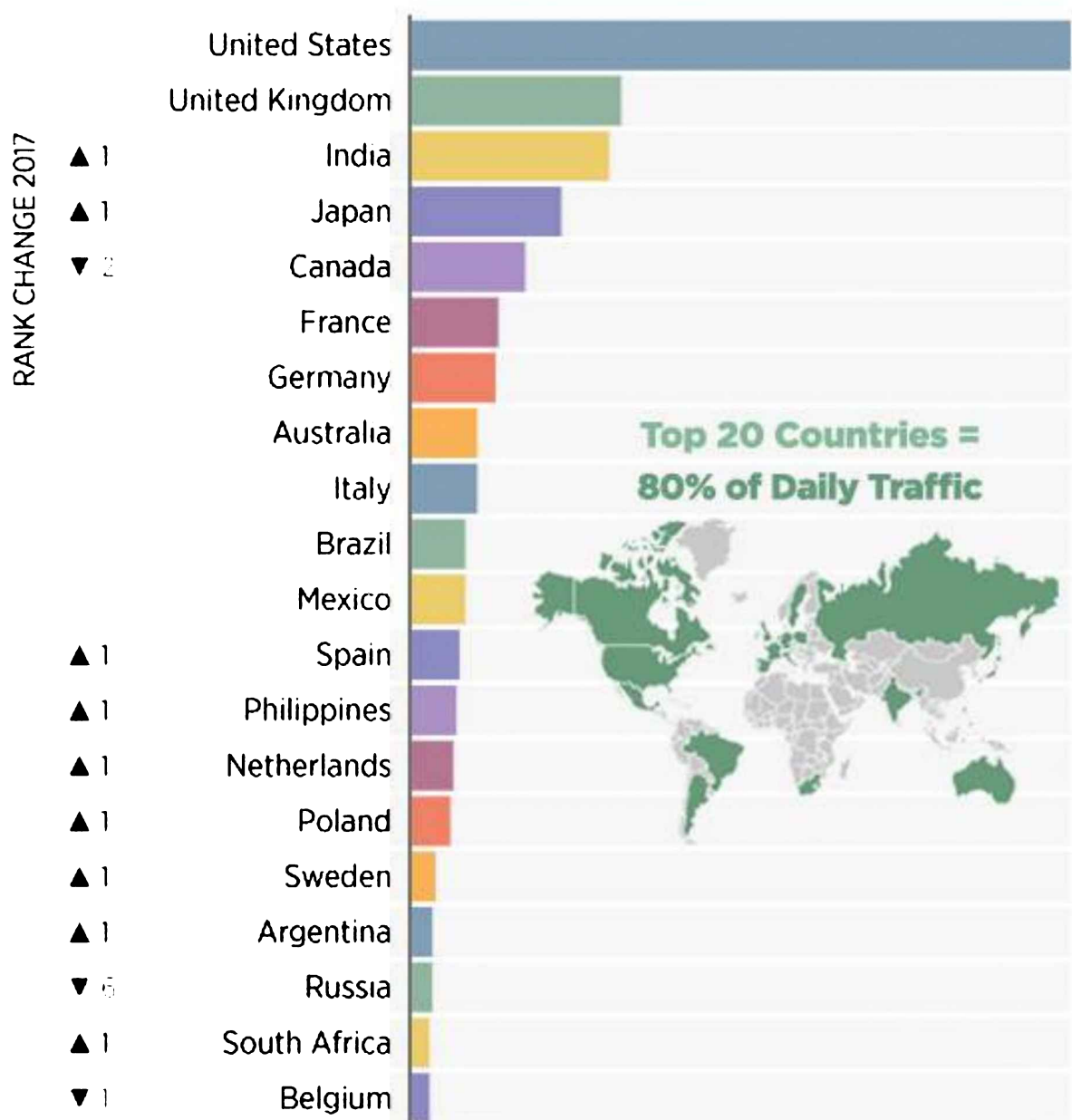
PORNHUB.COM/INSIGHTS

## TOP 20 COUNTRIES BY TRAFFIC

This year, the **USA continues to be the world's number one country with the highest traffic volume.** However, there has been some serious movement since 2016. While the **USA holds onto the number one spot, India has claimed 3rd and Japan, the world's leaders in innovation (and creators of Hentai, thank you very much Japan) are have climbed up to 4th.**



## Top 20 Countries by Traffic



Largest Rank  
Changes of 2017

▲ 68 Ethiopia  
▲ 49 South Korea

▲ 23 Sri Lanka  
▲ 23 Pakistan

▲ 22 Libya  
▲ 20 Singapore

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## TIMING IS EVERYTHING

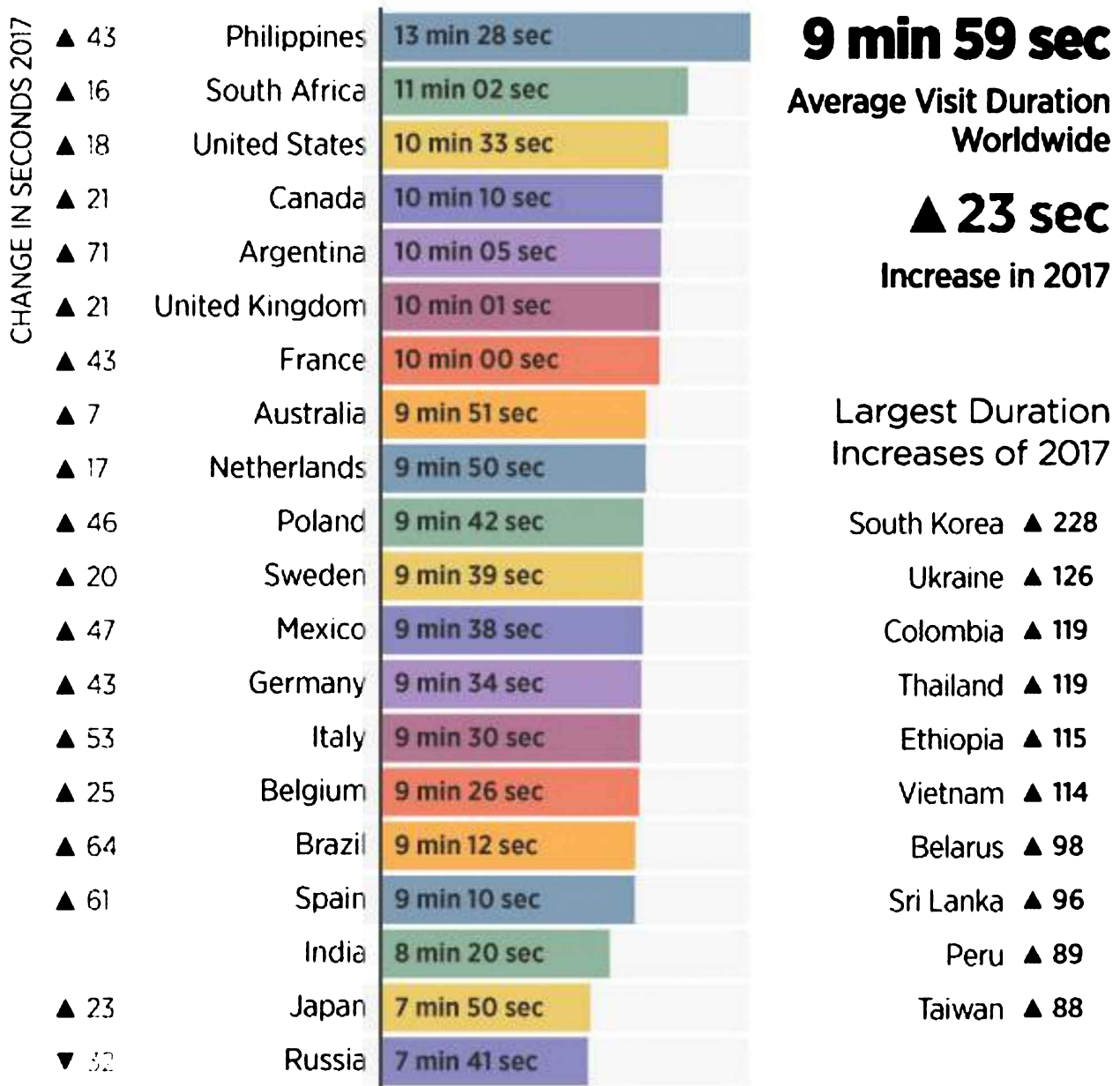
Once again! We have figured out how to last just a little bit longer this year. Since 2016, the average time spent per visit increased by 23 seconds, making our average duration on the site 9 minutes and 59 seconds. The

Philippines continues its streak for the most time spent per visit, with sessions on Pornhub there lasting an average of 13 minutes and 28 seconds.

Visitors from some countries tend to come and go a lot faster, like Poland at 9 minutes and 42 seconds, or Germany at 9 minutes and 34 seconds. South Africa, is taking several moments to themselves at an average of 11 minutes and 02 seconds being spent on the site per visit, coming in second place. The USA is hanging in third place with sessions there typically lasting just over 10 and half minutes, with northern neighbor Canada lasting a little less long at an average of with 10 minutes and 10 seconds.

Other countries that are putting in more time on Pornhub than last year, include South Korea (up by 228 seconds) the Ukraine (up by 126 seconds) and Colombia (up by 199 seconds).

## Time Spent Per Visit



PORNHUB.COM/INSIGHTS

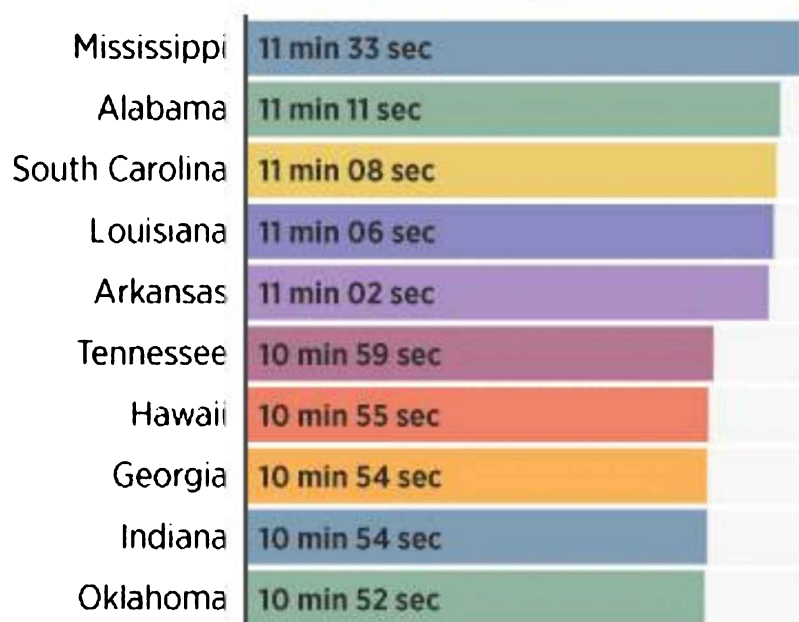
In the United States, the average visit time on Pornhub increased by 18 seconds over the last year, to 10 minutes and 33 seconds. Everyone has managed to stay 'on' for longer, and in almost the exact same order as last year...staying true to the southern states saunter. Mississippi is taking after their very own Mandigo, and is lasting the longest (once again) with sessions there lasting an average 11 minutes and 33 seconds. However, South Carolina has taken third place from Louisiana's with 11 minutes and 8 seconds. Vermont (up 37 seconds) and Virginia (up 30 seconds) have

made the largest increases at state level for average time on site for 2017. There are still several states that come and go a lot faster, with Kansas spending the least amount of time on the site when they visit Pornhub, at 9 minutes and 5 seconds.



## Time Spent Per Visit - United States

### States That Last the Longest



**10 min 33 sec**

Average Visit Duration  
in the United States

**▲ 18 sec**

Increase in 2017

Largest Duration  
Increases of 2017

Vermont ▲ 37

Virginia ▲ 30

Oregon ▲ 28

Indiana ▲ 27

Kentucky ▲ 27

New Hampshire ▲ 27

Pennsylvania ▲ 27

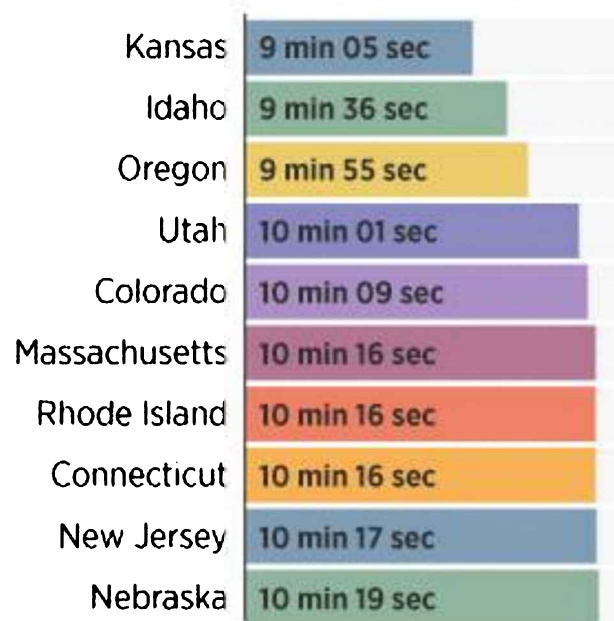
Maine ▲ 27

Alaska ▲ 26

Minnesota ▲ 26

Wisconsin ▲ 25

### States That Last the Shortest



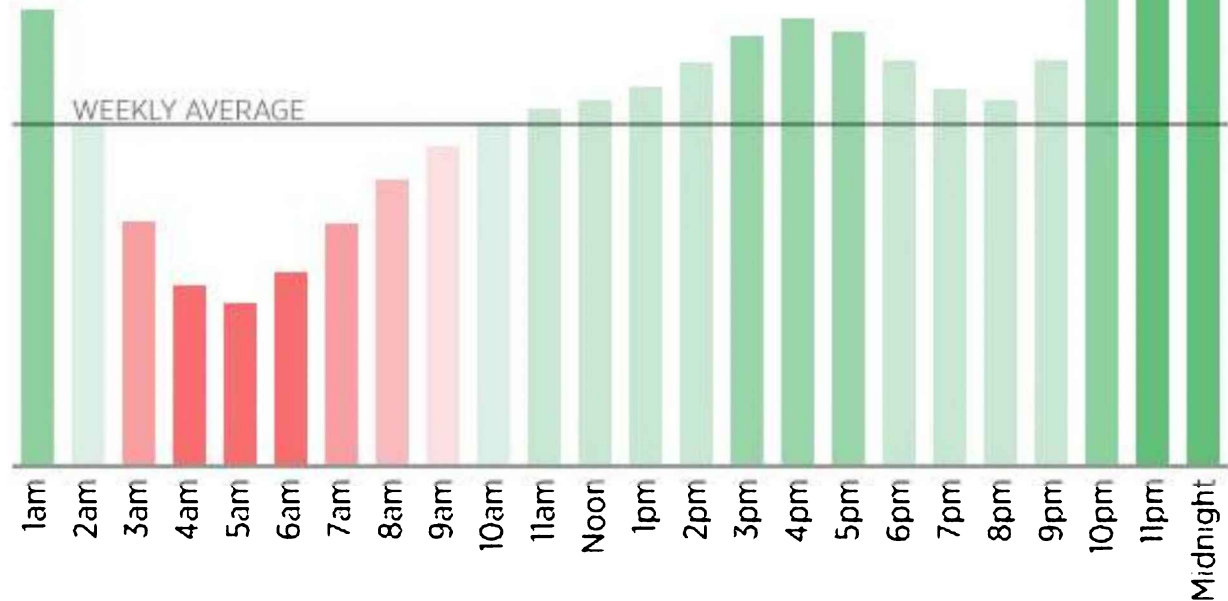
We expanded our search to see what time of day and which day of the week Pornhub users around the world are most likely to get busy. [REDACTED]

[REDACTED], so hourly traffic rates to Pornhub haven't changed much in the last year. There is generally a lull in traffic between 2am and 9am, when people are either sleeping or heading out to start their day. [REDACTED]

[REDACTED] and lowest on Fridays.

## Favorite Times to Watch Porn

● Above Average ● Below Average



Most Popular Day: SUNDAY

Least Popular Day: FRIDAY

## UNITED STATES

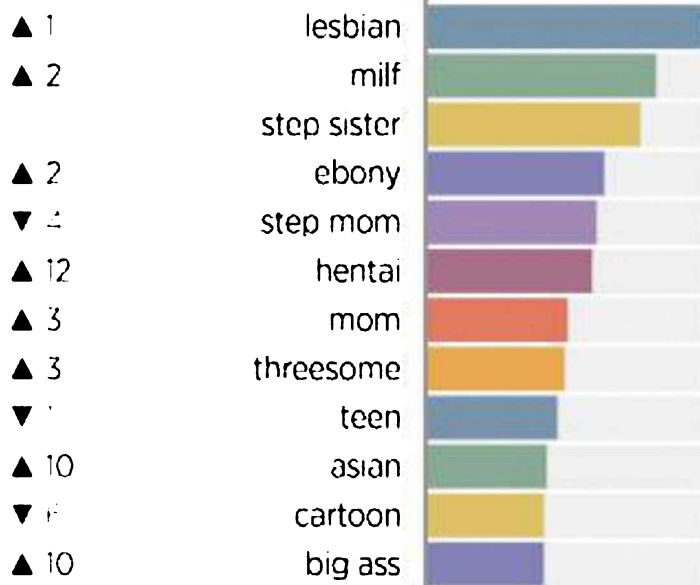
2017 showed us that if there's one thing Americans can all agree on, it's their love for Fidget Spinners; and so naturally the gadget has made its way to the top trending searches. Because the fidget spinner has been said to "bring out that creative genius lying deep within you" it makes sense that so many people would be seeking them out via their adult entertainment, right? Searches for 'Three girls one guy', have also notably increased by 257% and triple confirms that the more women, the better (forever). Across the U.S., hentai has moved up 12 spots to become the 6th most popular search of 2017.





## UNITED STATES

### Top Searches of 2017



### Top Trending Searches

fidget spinner	► NEW
cheerleader	▲ 327%
3 girls 1 guy	▲ 257%
double penetration	▲ 198%
naked girls twerking	▲ 190%
ferndom	▲ 152%
trans	▲ 124%

### Top 5 Pornstars

- 1 riley reid
- 2 kim kardashian
- 3 mia khalifa
- 4 lisa ann
- 3 brandi love

### Top 5 Categories

- 1 Lesbian
- 2 Ebony
- 3 MILF
- 4 Big Dick
- 5 Hentai

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 58% Ebony
- 2 ▲ 57% Latina
- 3 ▲ 35% Ass
- 4 ▲ 29% Interracial
- 5 ▲ 22% BBW

[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

## UNITED KINGDOM

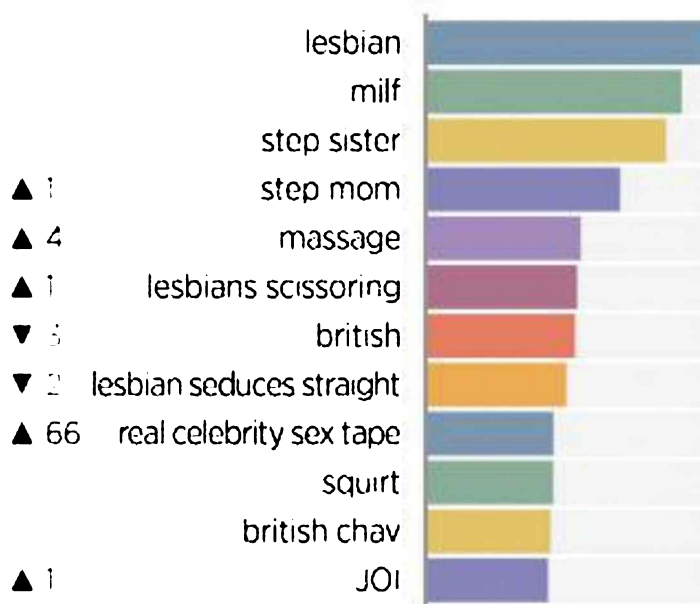
The United Kingdom knows that when it comes to the finer things in life like wine and porn, age is a good thing – as made evident by the fact that there is a 43% increase in views in the ‘Mature’ category there. The Brits also seem to enjoy life on the wild side with searches ‘British amateur dogging’, (slang for public sex) up by 221%. AND just to be clear, everyone is looking up fidget spinners... though if our traffic numbers are any indication it would make sense that people are always looking for something to do with their hands.





## UNITED KINGDOM

### Top Searches of 2017



### Top Trending Searches

fidget spinner	► NEW
cheerleader	▲ 279%
british amateur dogging	▲ 221%
real celebrity sex tape	▲ 95%
british amateur	▲ 76%
VR	▲ 65%
BBW	▲ 63%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 riley reid
- 3 brandi love

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Anal
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 43% Mature
- 2 ▲ 32% Lesbian
- 3 ▲ 28% Bondage
- 4 ▲ 22% MILF
- 5 ▲ 19% Celebrity

PORNHUB.COM/INSIGHTS

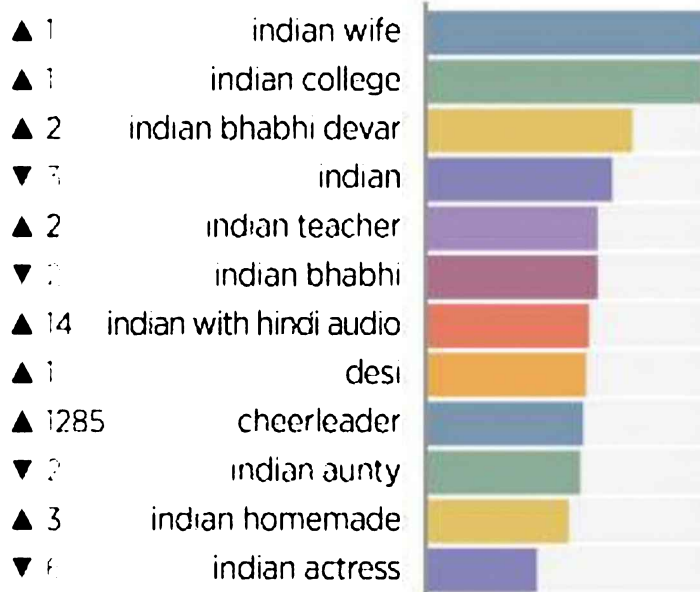
## INDIA

Over in India, Sunny Leone remains the most searched pornstar for the third year in a row! The correlation is debatable, but the 'Celebrity' category is also viewed 97% more than the rest of the world in India... so it makes sense that searches for celebrity sex videos are also on rise, by 160% there. The 'Arab' category is also viewed 165% more in India than elsewhere on the planet. Notable trending searches here include 'hd hindi' video, up 1822% and 'indian hd' sex up 1273%.



## INDIA

### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 2513%
hd hindi video	▲ 1822%
indian hd sex	▲ 1273%
indian desi xxx	▲ 874%
story movies	▲ 288%
tamil aunty sex	▲ 184%
celebrity sex videos	▲ 160%

### Top 5 Pornstars

- 1 sunny leone
- 2 mia khalifa
- 3 katrina kaif
- 4 kim kardashian
- 3 dani daniels

### Top 5 Categories

- 1 MILF
- 2 Big Dick
- 3 Lesbian
- 4 Babe
- 5 Threesome

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 165% Arab
- 2 ▲ 101% College
- 3 ▲ 97% Celebrity
- 4 ▲ 92% Rough Sex
- 5 ▲ 49% Babe

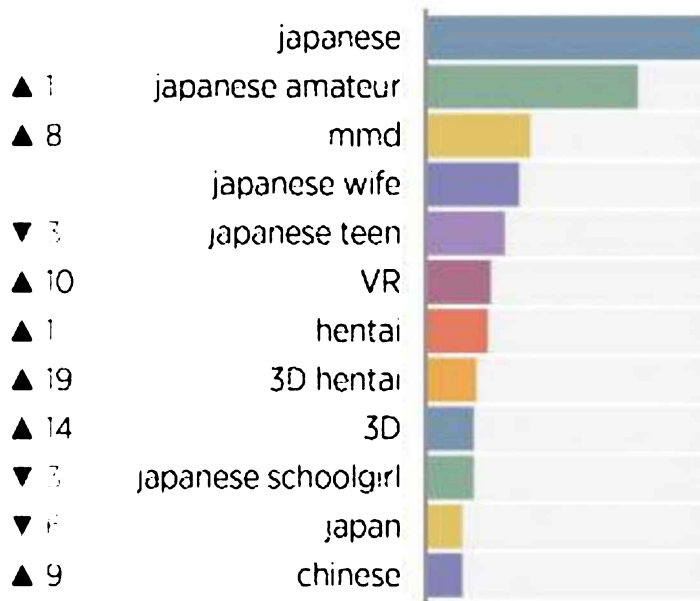
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## JAPAN

Japan seems to agree with Asa Akira's words of wisdom from a recent Instagram caption of hers, which states, that if you are in the shower and he doesn't pee on you, he's just not that into you. Residents of Asa's ancestral land view videos in the 'pissing' 188% more compared to the rest of the world. Views in the hentai category are also 338% higher here, which makes sense as we already discussed these erotic animations originate from Japan. Japan's love for technology shows through in 2017 with searches for both VR and 3D making some serious gains.

## ● JAPAN

### Top Searches of 2017



### Top Trending Searches

kigurumi	▲ 563%
enko	▲ 334%
3D hentai	▲ 168%
japanese amateur	▲ 143%
mmd	▲ 103%
VR	▲ 101%
3D	▲ 98%

### Top 5 Pornstars

- 1 ai uehara
- 2 yui hatano
- 3 yuma asami
- 4 kim kardashian
- 3 kirara asuka

### Top 5 Categories

- 1 Hentai
- 2 Creampie
- 3 MILF
- 4 Babe
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 338% Hentai
- 2 ▲ 198% Pissing
- 3 ▲ 192% Small Tits
- 4 ▲ 163% Cosplay
- 5 ▲ 82% Creampie

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## CANADA

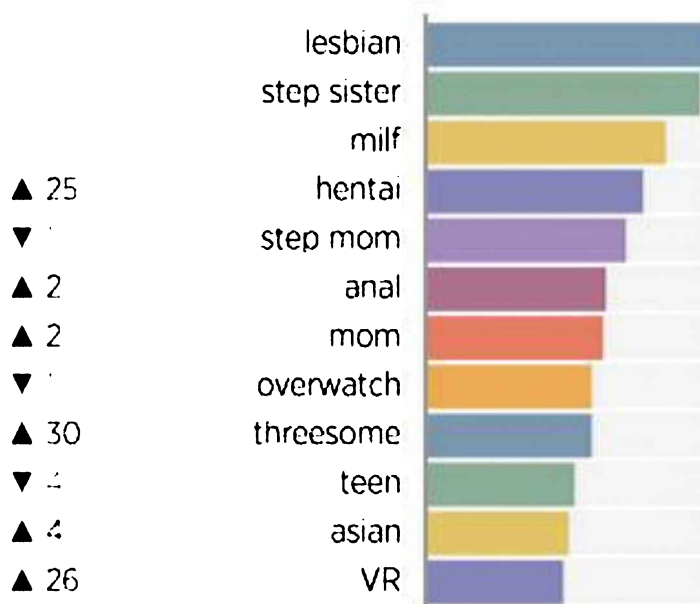
Canada is staying true to being incredibly, stereotypically Canadian, in the way that there was a 662% increase in searches for 'francaise' porn (which as you already guessed, is more popular in countries that have large French populations). Threesome porn was also trendy in Canada with searches for this type of porn up by 91% proving that three will never be a crowd.

Unapologetically (sorry not sorry), Canadians are proportionately 14% more likely to view the lesbian category when compared to other countries, and 10% more likely to search the 'female friendly' category.



## CANADA

### Top Searches of 2017



### Top Trending Searches

francaise	▲ 662%
cheerleader	▲ 131%
hentai	▲ 129%
big ass	▲ 107%
threesome	▲ 91%
latina	▲ 89%
VR	▲ 56%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 3 lisa ann

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Threesome
- 5 Hentai

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 58% Asian
- 2 ▲ 35% Threesome
- 3 ▲ 15% Bondage
- 4 ▲ 14% Lesbian
- 5 ▲ 10% Female Friendly

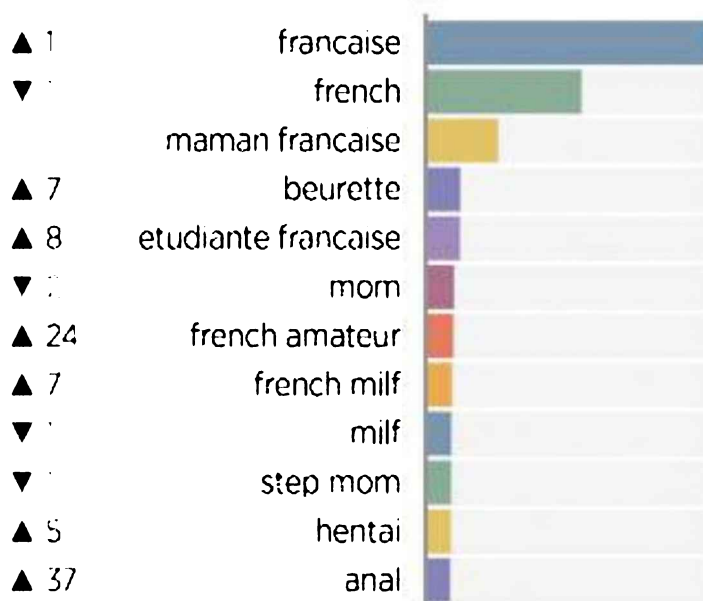
PORNHUB.COM/INSIGHTS

## FRANCE

France is a bit more anal than everyone else is this year, with the category being 42% more viewed here than elsewhere in the world, in fact. The number one search category for France also happened to be, you guessed it, “Anal”. But, the top trending searches here consisted of ‘mature francaise’ up by 477% and ‘French cougar’ up by 307% and sneaking in the back door, ‘anal’ with an increase of 97%. Born in France, Clara Morgane (nsfw) and Vic Alouqua (nsfw) are the 3rd and 4th most searched pornstars in their home country.

## FRANCE

## Top Searches of 2017



## Top Trending Searches

mature francaise	▲ 477%
french cougar	▲ 307%
amatrice francaise	▲ 298%
francaise	▲ 168%
belle mere	▲ 158%
anal	▲ 97%
beurette francaise	▲ 89%

## Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 clara morgane
- 4 vic alouqua
- 3 katsuni

## Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Mature
- 4 Ebony
- 5 Big Tits

## Top Relative Categories

Viewed % more when compared to world

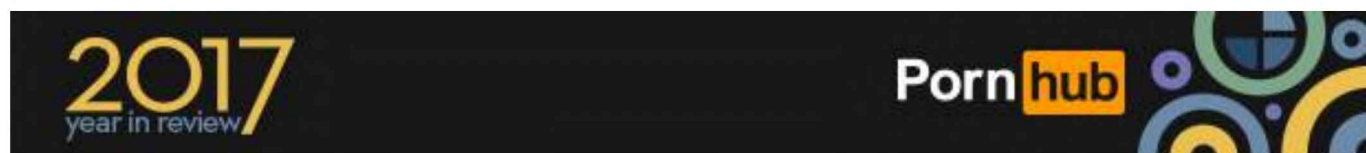
- 1 ▲ 71% Arab
- 2 ▲ 42% Anal
- 3 ▲ 40% Orgy
- 4 ▲ 37% Babe
- 5 ▲ 36% Mature

PORNHUB.COM/INSIGHTS

## GERMANY

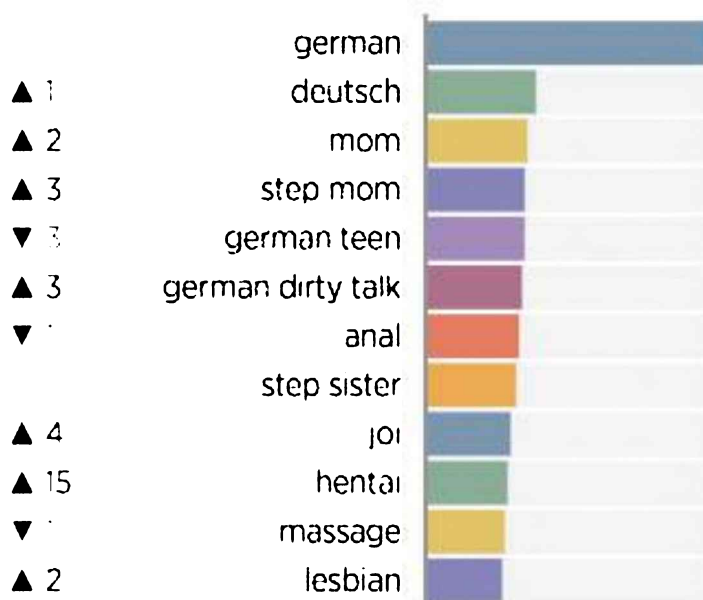
In Germany, Riley Reid only ranks 5th, meaning the top 4 pornstars appear to be a fresh roster of German talent including Lucy Cat (nsfw) and Lexy Roxx (nsfw). This doesn't seem odd because they always seem to be doing their own thing, it's whatever gets you going... and for Germany that might be Germans which is why 'deutsch' jumped up one spot on the top searches list. The country is however, entering some new territory with the 'Fetish' category being viewed here 129% more than elsewhere in the world – same with the 'pissing' category at 127% (this may

not be a coincidence). 'Hentai' made the largest leap up 15 spots from last year, making a significant move towards the country's top searches.



## GERMANY

### Top Searches of 2017



### Top Trending Searches

college	▲ 172%
chinese	▲ 157%
deutsche mutter	▲ 112%
cuckold	▲ 92%
ebony	▲ 63%
deutsche milf	▲ 60%
hentai	▲ 49%

### Top 5 Pornstars

- 1 lucy cat
- 2 katja krasavice
- 3 lexy roxx
- 4 aische pervers
- 3 riley reid

### Top 5 Categories

- 1 Anal
- 2 Big Tits
- 3 Mature
- 4 MILF
- 5 Lesbian

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 129% Fetish
- 2 ▲ 127% Pissing
- 3 ▲ 97% Bondage
- 4 ▲ 66% Cumshots
- 5 ▲ 44% Anal

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## AUSTRALIA

Australia proves their love for their vast interior desert wilderness, also known as the Outback, with the Outdoor category being 24% more popular there than in other countries. With such beautiful surroundings, the increase of 'snapchat' searches by 125% from last year shouldn't come as a surprise. 'Threesome' is up by one and 'massage' has seemingly lost its

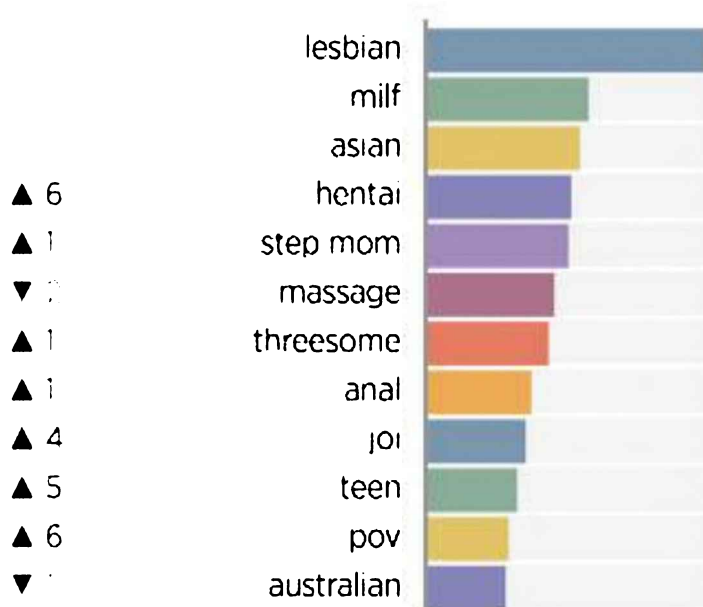


touch, making a drop of 2 spots on the top searches chart.



## AUSTRALIA

### Top Searches of 2017



### Top Trending Searches

fidget spinner	► NEW
creampie gangbang	▲ 194%
snapchat	▲ 125%
big tits	▲ 110%
cheerleader	▲ 104%
chinese	▲ 69%
hentai	▲ 38%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 3 amanda cerny

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Hentai
- 5 Anal

### Top Relative Categories

Viewed % more when compared to world

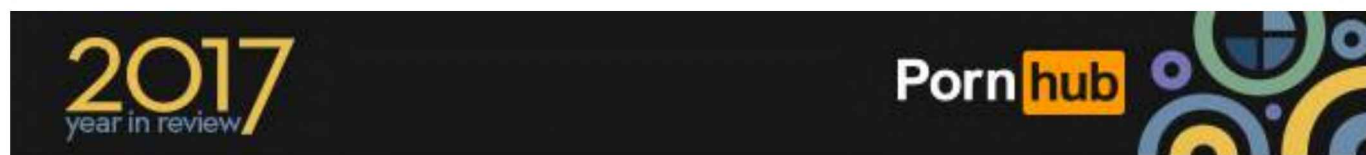
- 1 ▲ 86% Asian
- 2 ▲ 26% Lesbian
- 3 ▲ 24% Outdoor
- 4 ▲ 21% Threesome
- 5 ▲ 19% Gangbang

PORNHUB.COM/INSIGHTS

## ITALY

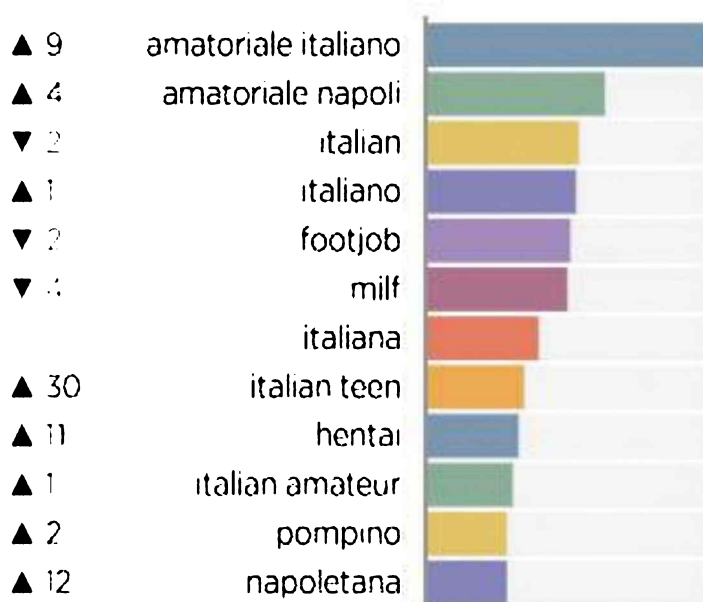
Italy not surprisingly, loves Rocco Siffredi. A lot. Making him their number one Pornstar in 2017. Italy, also happens to be a country that is excited about giving a hand and getting the job done with the Handjob category getting 90% more views in Italy than any other country. 'Footjob' however, dropped by 2 spots on the top searches chart, all body parts will remain employed. The 'Transgender' category has also continued to grow in

popularity around the world, though Italians view it 41% more than elsewhere. 'Amatoriale Italiano' meaning 'Italian amateur' gained by 216% along with 'amatoriale italiana' also meaning... 'Italian amateur' gained by 143%.



## ITALY

### Top Searches of 2017



### Top Trending Searches

amatoriale italiano	▲ 216%
amatoriale italiana	▲ 143%
italian casting	▲ 135%
pompino con ingoio	▲ 99%
amatoriale napoli	▲ 96%
hentai	▲ 72%
napoletana	▲ 46%

### Top 5 Pornstars

- 1 rocco siffredi
- 2 sara tommasi
- 3 valentina nappi
- 4 belen rodriguez
- 3 diletta leotta

### Top 5 Categories

- 1 Italian
- 2 MILF
- 3 Mature
- 4 Lesbian
- 5 Anal

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 90% Handjob
- 2 ▲ 67% Mature
- 3 ▲ 49% MILF
- 4 ▲ 41% Transgender
- 5 ▲ 24% Amateur

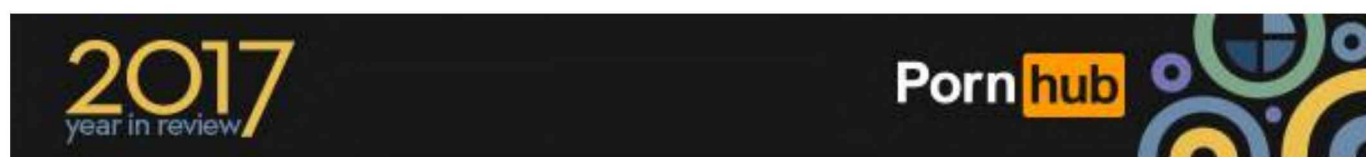
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## BRAZIL

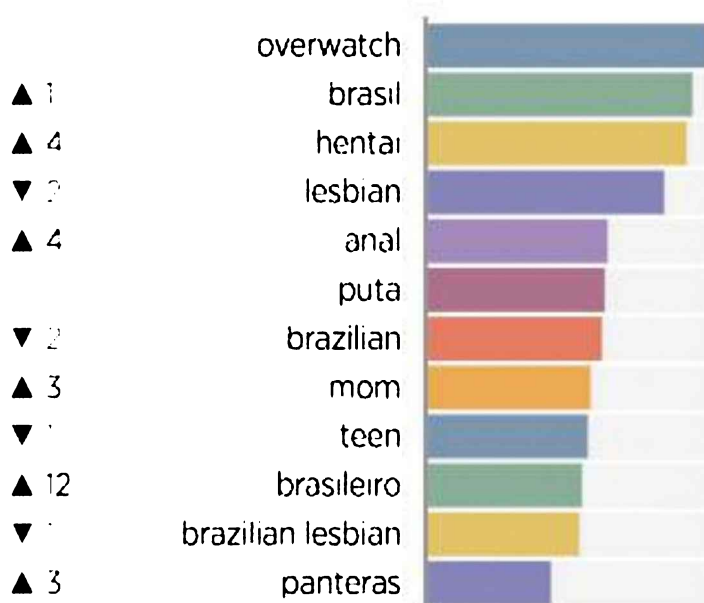
Over in Brazil the 'Bisexual' category is viewed 46% more than in other countries. Searches for 'Bisexual brasileiro' meaning 'bisexual brazilian' also jumped up by 280% compared to last year. 'Brasileiro' jumped 12



spots in the top searches for the year, and somehow 'brazilian' took 2 steps back. 'Overwatch' the very popular video game that also dominated our 2016 year in review is still standing as the top search for 2017 in Brazil. The rise in popularity of 'overwatch hentai' is shown by the 842% increase, 'hentai' on its own claimed third place in the top five categories, and increased by 4 spots on the top searches.



### Top Searches of 2017



### Top Trending Searches

overwatch hentai	▲ 842%
anime hentai	▲ 321%
bisexual brasileiro	▲ 280%
asmr	▲ 221%
brasileiro	▲ 95%
hentai	▲ 48%
VR	▲ 24%

### Top 5 Pornstars

- 1 kid bengala
- 2 alexis texas
- 3 mia khalifa
- 4 julia paes
- 3 vivi fernandez

### Top 5 Categories

- 1 Lesbian
- 2 Anal
- 3 Hentai
- 4 Transgender
- 5 Threesome

### Top Relative Categories

Viewed % more when compared to world

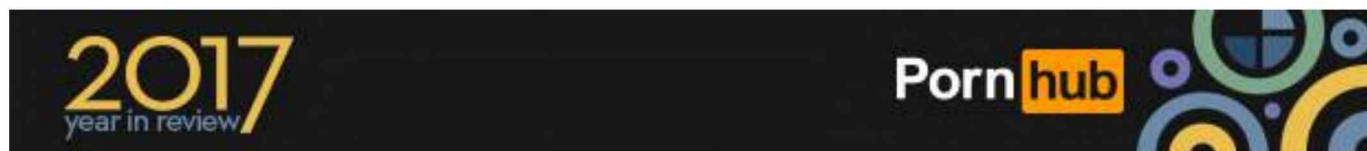
- 1 ▲ 84% Transgender
- 2 ▲ 76% Cosplay
- 3 ▲ 49% Anal
- 4 ▲ 46% Bisexual
- 5 ▲ 32% Cartoon

PORNHUB.COM/INSIGHTS

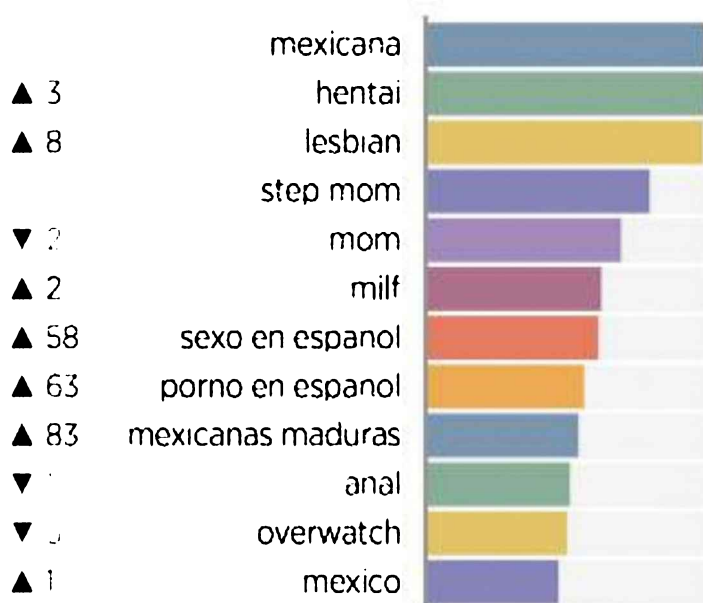
## MEXICO

Mexico it turns out, is actually the second biggest market for Dragon Ball

Z, which likely explains the 964% surge in searches this year, plus the fact that three times more residents of Mexico saw the movie in three days than the USA did in one week. In other news, Dillion Harper (nsfw) is no longer the top pornstar, she drops down to land in third place this year and is replaced at the top by Mujer Luna Bella (nsfw). Of course, the love Mexico has for Mexico remains stronger than ever with 'sexo en espanol' working its way up searches by 58 spots, as well as 'porno en espanol' by 63 and 'mexicanas maduras' by 83.



## Top Searches of 2017



## Top Trending Searches

dragon ball z	▲ 964%
VR	▲ 207%
mexicanas maduras	▲ 189%
porno en espanol	▲ 168%
sexo en espanol	▲ 166%
colombiana	▲ 114%
creampie	▲ 85%

## Top 5 Pornstars

- 1 mujer luna bella
- 2 mia khalifa
- 3 dillion harper
- 4 jordi el nino polla
- 3 alexis texas

## Top 5 Categories

- 1 Lesbian
- 2 Teen
- 3 Hentai
- 4 Anal
- 5 Big Tits

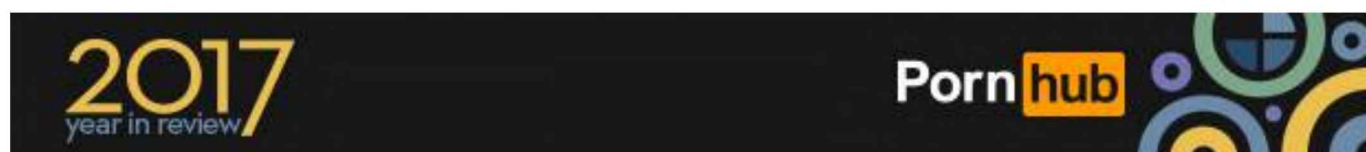
## Top Relative Categories

Viewed % more when compared to world

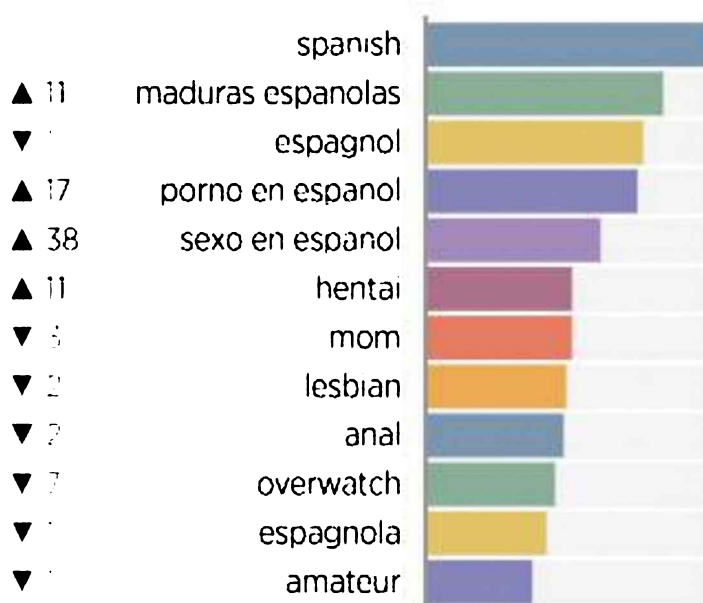
- 1 ▲ 40% Hentai
- 2 ▲ 43% Old/Young
- 3 ▲ 41% Babysitter
- 4 ▲ 39% Teen
- 5 ▲ 25% Cartoon

PORNHUB.COM/INSIGHTS

‘Maduras Espanolas’, which translates to ‘Spanish MILF’ jumped by 11 spots on the top searches over in Spain this year. Spain’s new number one searched pornstar for 2017 being Jordi El Nino Polla is no surprise considering it’s where he was born and raised. It wasn’t that long ago (2016) that Spain’s very own was also nominated for “Best Male Newcomer” at the AVN awards, and with searches like ‘sexo en espanol’ rising by 38 spots and ‘porno en espanol’ rising by 17 spots Jordi’s homeland, we can only assume he’s here to stay.



### Top Searches of 2017



### Top Trending Searches

apolonia lapiedra	▲ 912%
milf	▲ 192%
sexo en espanol	▲ 183%
porno en espanol	▲ 159%
hentai	▲ 66%
maduras espanolas	▲ 65%
spanish	▲ 27%

### Top 5 Pornstars

- 1 jordi el nino polla
- 2 mia khalifa
- 3 kim kardashian
- 4 riley reid
- 3 peta jensen

### Top 5 Categories

- 1 Mature
- 2 Anal
- 3 Lesbian
- 4 MILF
- 5 Big Tits

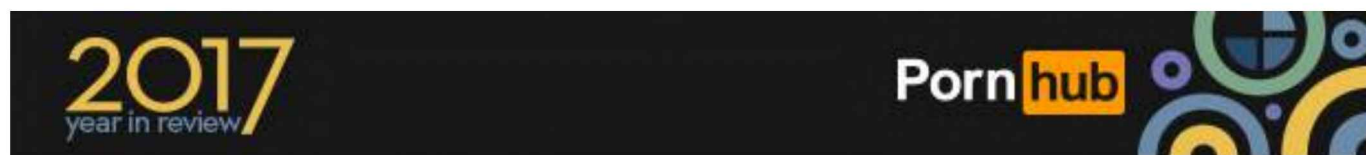
### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 68% Mature
- 2 ▲ 62% Female Friendly
- 3 ▲ 29% Anal
- 4 ▲ 27% Transgender
- 5 ▲ 26% Big Tits

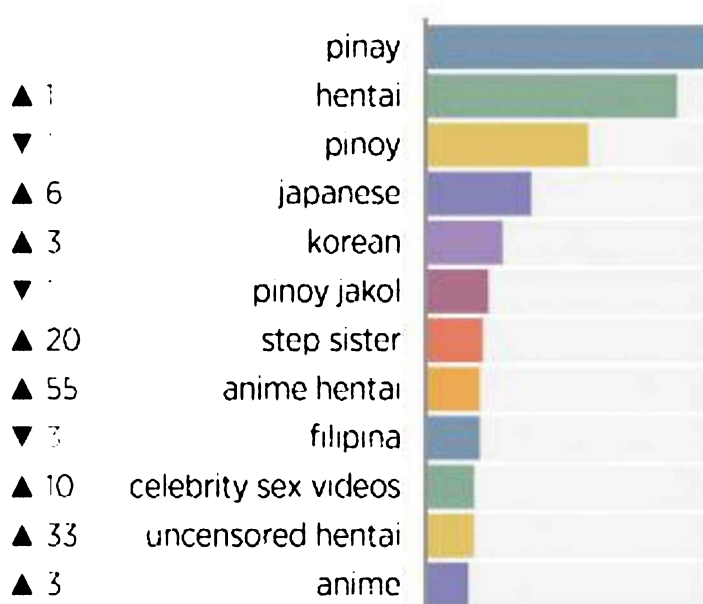
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

The texting capital of the world aka. The Philippines enjoys viewing the reality category 119% than the rest of the world, but seem to enjoy escaping as made evident by the fact that 'Anime Hentai' made its way up by 55 spots on the top searches, even bumping down 'filipina' three positions.



## PHILIPPINES

### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 890%
korean sex scene	▲ 353%
anime hentai enlish	▲ 178%
hot mom	▲ 153%
milf	▲ 88%
hentai	▲ 80%
japanese	▲ 78%

### Top 5 Pornstars

- 1 maria ozawa
- 2 mia khalifa
- 3 kim domingo
- 4 leah gotti
- 3 abbie tolentino

### Top 5 Categories

- 1 Hentai
- 2 Babe
- 3 Lesbian
- 4 Popular With Women
- 5 Big Dick

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 155% Hentai
- 2 ▲ 119% Reality
- 3 ▲ 112% Babe
- 4 ▲ 108% Asian
- 5 ▲ 106% Celebrity

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## NETHERLANDS

Notoriously known for being one of the healthiest countries in the world with respect to their eating habits, it's arguable that that Pornhub users in The Netherlands also have a very healthy sexual curiosity. Seemingly very

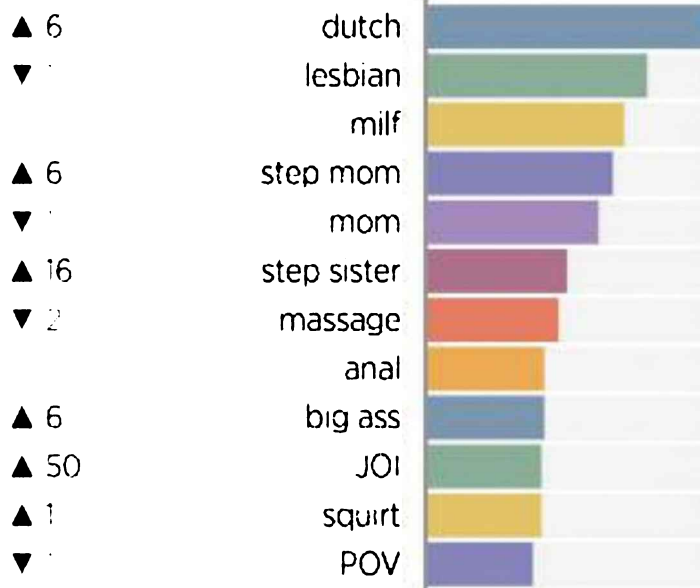
into the idea of going 'public' which increased in searches by 163%, 'dutch' also made its way up 6 spots from last year on the top searches list. 'JOI' (Jerk Off Instruction) made a 50 spot leap closer to the top, landing at a respectable 10th place on the list of top searches in the country this year, translating to a 115% increase in searches for the term there overall.

'Lesbian' remains number one for the most viewed category, and searches for 'lesbian' also increased by 45%, which comes as no surprise considering the Dutch were the first in the whole wide world to legalize gay marriage.

The 'Bondage' category is 66% more popular in the Netherlands than the rest of the world and the 'Outdoor'(s) category is also more popular here by 42%, which is nothing for a country that built an entire province (Flevoland) out of reclaimed land from the sea.

## NETHERLANDS

### Top Searches of 2017



### Top Trending Searches

hentai	▲ 241%
VR	▲ 211%
public	▲ 163%
JOI	▲ 115%
dutch	▲ 103%
milf	▲ 62%
lesbian	▲ 45%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 amanda cerny
- 4 brandi love
- 3 riley reid

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Big Tits
- 5 Threesome

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 66% Bondage
- 2 ▲ 42% Outdoor
- 3 ▲ 18% Gangbang
- 4 ▲ 17% Popular With Women
- 5 ▲ 9% Big Tits

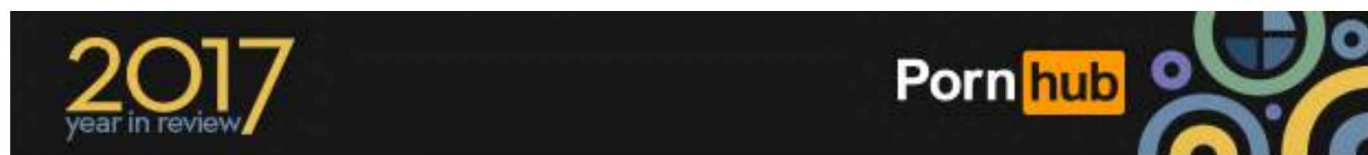
PORNHUB.COM/INSIGHTS

## POLAND

The MILF and Mature categories are holding it down as the most viewed categories in Poland this year, complimented by a notable 322% increase in searches for 'masturbation' in the country this year. It was after all, Polish astronomer Nicolaus Copernicus that first proposed that the Earth was not the center of the Universe, so when the entire country searches for Sasha Grey (nsfw) more than any other pornstar, making her number one in the country again, we can't help but wonder if it's her that the planets revolve around. Sasha also happens to be Polish (and Irish and English)

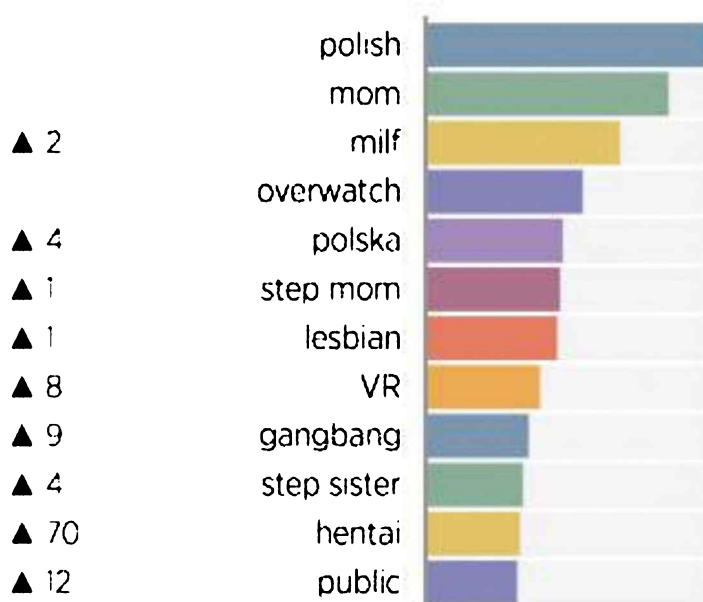


which can't hurt her chances, because each country loves their own country according to our trends we've noticed in search data time and again. And on that note, 'polska' has risen 4 spots on top searches and 'polish' remains top of the most searched for terms on Pornhub, in Poland.



## POLAND

### Top Searches of 2017



### Top Trending Searches

masturbation	▲ 322%
japanese	▲ 238%
hentai	▲ 218%
big tits	▲ 141%
polska	▲ 62%
VR	▲ 37%
milf	▲ 26%

### Top 5 Pornstars

- 1 sasha grey
- 2 mia khalifa
- 3 elsa jean
- 4 kim kardashian
- 3 riley reid

### Top 5 Categories

- 1 MILF
- 2 Mature
- 3 Lesbian
- 4 Anal
- 5 Hentai

### Top Relative Categories

Viewed % more when compared to world

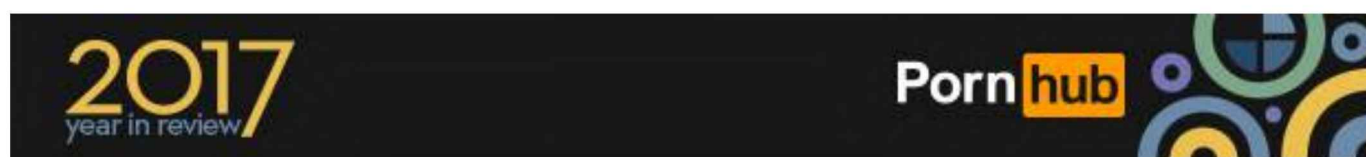
- 1 ▲ 57% Orgy
- 2 ▲ 51% Mature
- 3 ▲ 40% Bondage
- 4 ▲ 38% Gangbang
- 5 ▲ 30% Outdoor

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

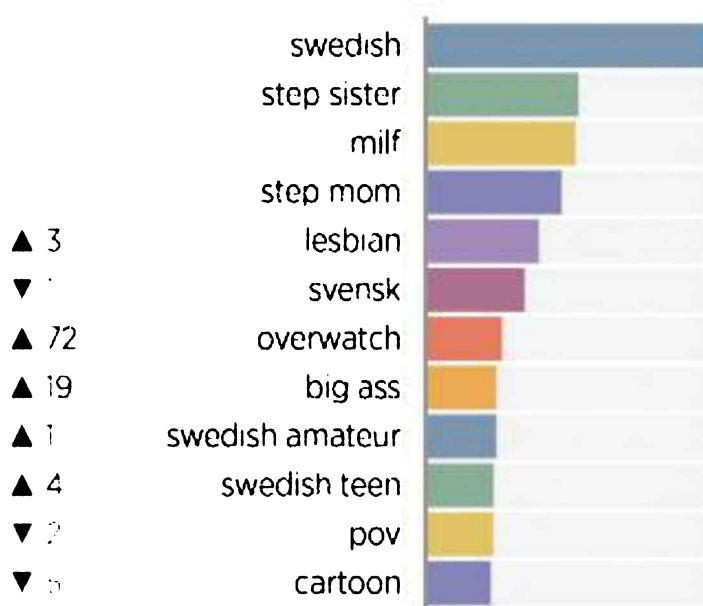
## SWEDEN

The 'amateur' category is 27% more popular in Sweden than elsewhere in the world. In fact, Sweden loves amateurs so much that the country's official twitter account @Sweden is given to a random citizen every week to

manage. The term 'Swedish' remains at the top of the searches for 2017 and 'swedish amateur' moves one spot up on the list of top Swedish searches. The 'Anal' category is 56% more popular in Sweden than everywhere else, 'yoga pants' searches are up by 316%, and finally 'big ass' searches in the country increased by 75% in 2017 so basically the Swedes are really into butts!



## Top Searches of 2017



## Top Trending Searches

black	▲ 350%
yoga pants	▲ 316%
overwatch	▲ 206%
latina	▲ 109%
big ass	▲ 75%
big tits	▲ 70%
gangbang	▲ 36%

## Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 nicole aniston
- 5 amanda cerny

## Top 5 Categories

- 1 Anal
- 2 MILF
- 3 Lesbian
- 4 Mature
- 5 Big Tits

## Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 56% Anal
- 2 ▲ 39% Bondage
- 3 ▲ 37% Old/Young
- 4 ▲ 35% Outdoor
- 5 ▲ 27% Amateur

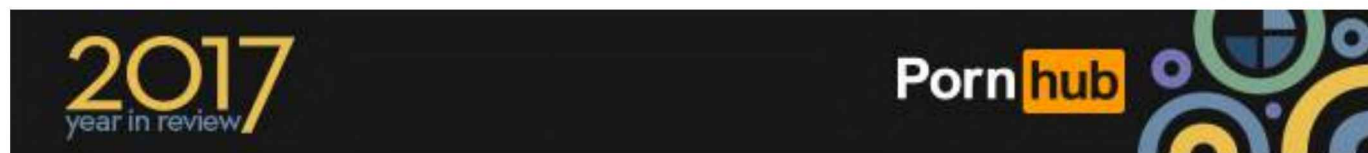
PORNHUB.COM/INSIGHTS

## ARGENTINA

In Argentina, 'Transgender' porn is the fifth most popular category and

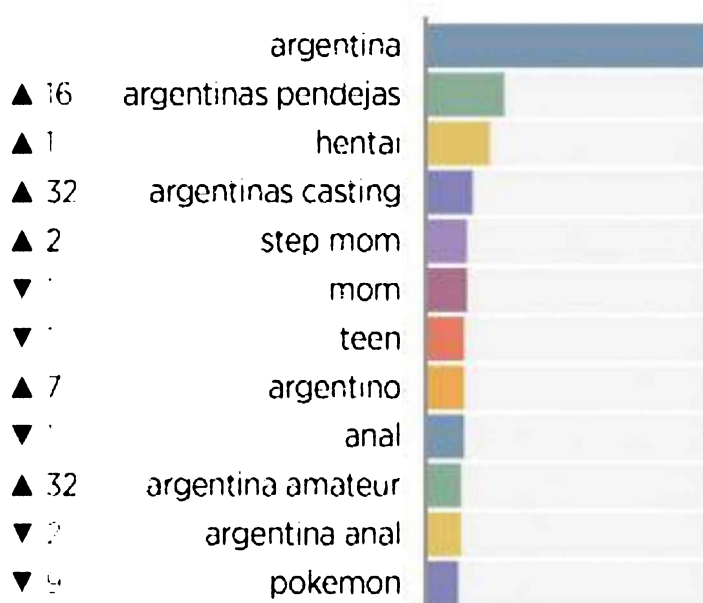


86% more likely to be viewed here than elsewhere in the world. This could maybe have something to do with the fact that Argentina has some of the most comprehensive transgender rights laws in the world! The country's interest in 'anal', which is the top viewed category there, is also viewed 60% more in Argentina in comparison to the rest of the world. Searches for 'League of Legends' are also on the rise by a cool 201% from last year.



## ARGENTINA

### Top Searches of 2017



### Top Trending Searches

putas argentinas	▲ 965%
porno en espanol	▲ 332%
swinger argentina	▲ 280%
sexo en espanol	▲ 280%
league of legends	▲ 201%
argentinas pendejas	▲ 190%
argentinas casting	▲ 149%

### Top 5 Pornstars

- 1 jordi el nino polla
- 2 mia khalifa
- 3 kim kardashian
- 4 lisa ann
- 3 peta jensen

### Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Hentai
- 4 Transgender
- 5 Mature

### Top Relative Categories

Viewed % more when compared to world

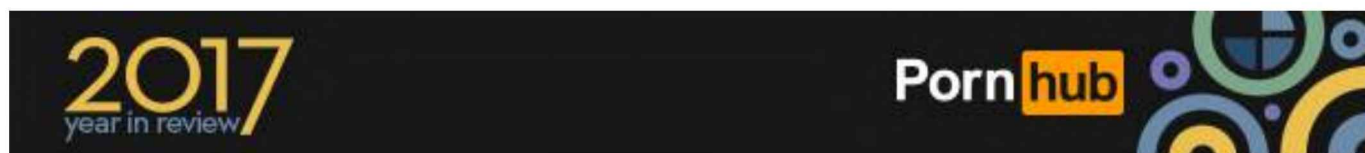
- 1 ▲ 86% Transgender
- 2 ▲ 60% Anal
- 3 ▲ 47% Old/Young
- 4 ▲ 27% Hentai
- 5 ▲ 25% Threesome

PORNHUB.COM/INSIGHTS

## RUSSIA

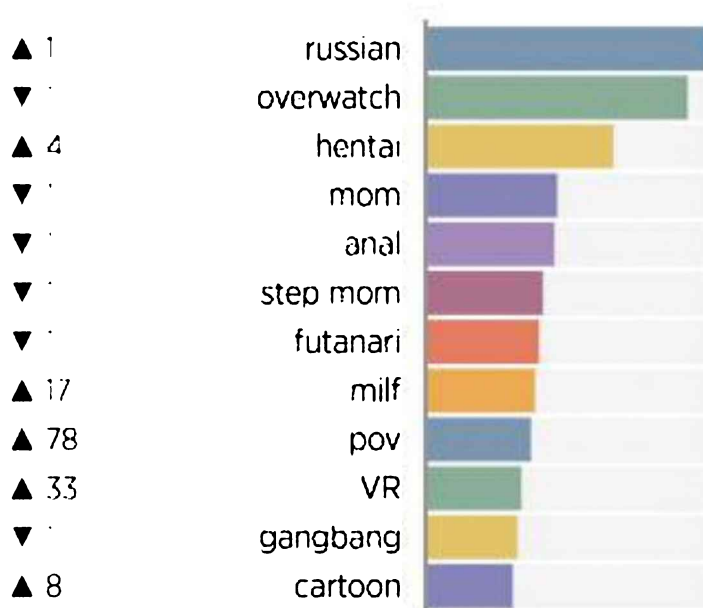
In Russia 'Cosplay' as a category was 119% more popular compared to

everywhere else, this likely has something to do with how huge the 'Russian Comic Con' is. Similarly, 'Cartoon' moved ahead 8 spots on the top searches and as such it's not shocking that the 'Cartoon' category is twice as popular in Russia as it is anywhere else in the world. 'POV' (point of view) made a huge sprint ahead, by 78 spots landing it in 9th place on Russia's list of most searched terms on Pornhub, resulting in a search increase of 167% compared to last year.



## RUSSIA

### Top Searches of 2017



### Top Trending Searches

fidget spinner	► NEW
japanese	▲ 882%
cheerleader	▲ 498%
pov	▲ 167%
minecraft	▲ 119%
vr	▲ 66%
hentai	▲ 50%

### Top 5 Pornstars

- 1 sasha grey
- 2 kim kardashian
- 3 lisa ann
- 4 aletta ocean
- 3 anna bell peaks

### Top 5 Categories

- 1 Anal
- 2 Hentai
- 3 Cartoon
- 4 MILF
- 5 Mature

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 119% Cosplay
- 2 ▲ 112% Cartoon
- 3 ▲ 101% Double Penetration
- 4 ▲ 51% Anal
- 5 ▲ 45% Transgender

PORNHUB.COM/INSIGHTS

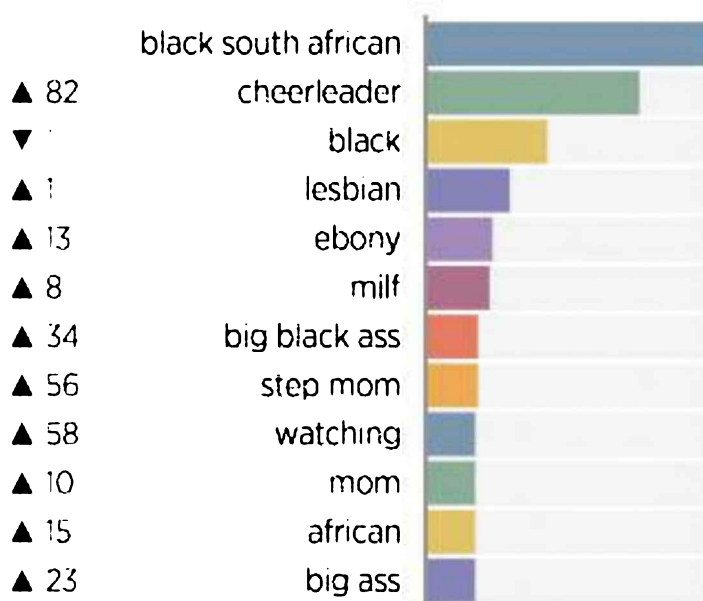
## SOUTH AFRICA

We are approaching the sunset of our top 20 countries with South Africa, where searches for 'riding compilation' increased by 989% along with 'reverse cowgirl' up by 740%. Kim K claims the top spot as the country's most searched for porn star, while 'black south African' tops the list of the country's most popular search terms.



## SOUTH AFRICA

### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 1152%
riding compilation	▲ 989%
reverse cowgirl	▲ 740%
babysitter threesome	▲ 385%
extreme hardcore	▲ 128%
passionate real sex	▲ 99%
watching	▲ 60%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 blac chyna
- 4 brandi love
- 3 lisa ann

### Top 5 Categories

- 1 Ebony
- 2 Lesbian
- 3 Big Dick
- 4 MILF
- 5 Ass

### Top Relative Categories

Viewed % more when compared to world

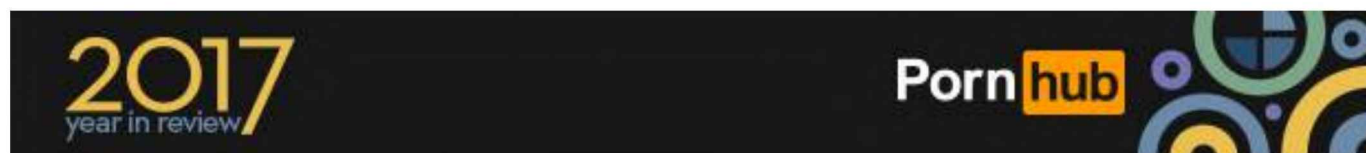
- 1 ▲ 115% Ebony
- 2 ▲ 89% Hardcore
- 3 ▲ 54% Ass
- 4 ▲ 51% BBW
- 5 ▲ 49% Big Dick

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## BELGIUM

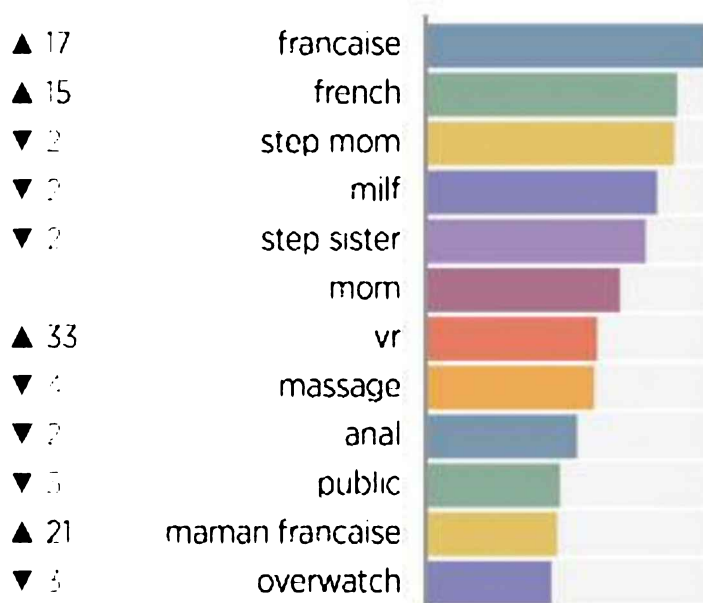
If there's one thing that Belgium was on the search for this year it was 'francaise' porn which soared up 17 spots on the top searches to the

number 1 spot the list, and growing by 276% in popularity in one year. Similarly, 'french' jumped up by 15 spots on the top searches list, translating to 203% more searches than last year. 'Lesbian' steals number one position for most viewed category this year, with 'MILF' in second place, just a step behind. The 'Orgy' category is 57% more popular in Belgium which may also explain why the 'party' searches have increased by 225%. Sounds like there's a pretty exciting nightlife in Belgium.



## BELGIUM

### Top Searches of 2017



### Top Trending Searches

francaise	▲ 276%
amateur threesome	▲ 250%
party	▲ 225%
french	▲ 203%
asian	▲ 154%
VR	▲ 119%
big tits	▲ 111%

### Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 3 vic alouqua

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Anal
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 57% Orgy
- 2 ▲ 43% Bondage
- 3 ▲ 39% Babe
- 4 ▲ 37% Outdoor
- 5 ▲ 34% Old/Young

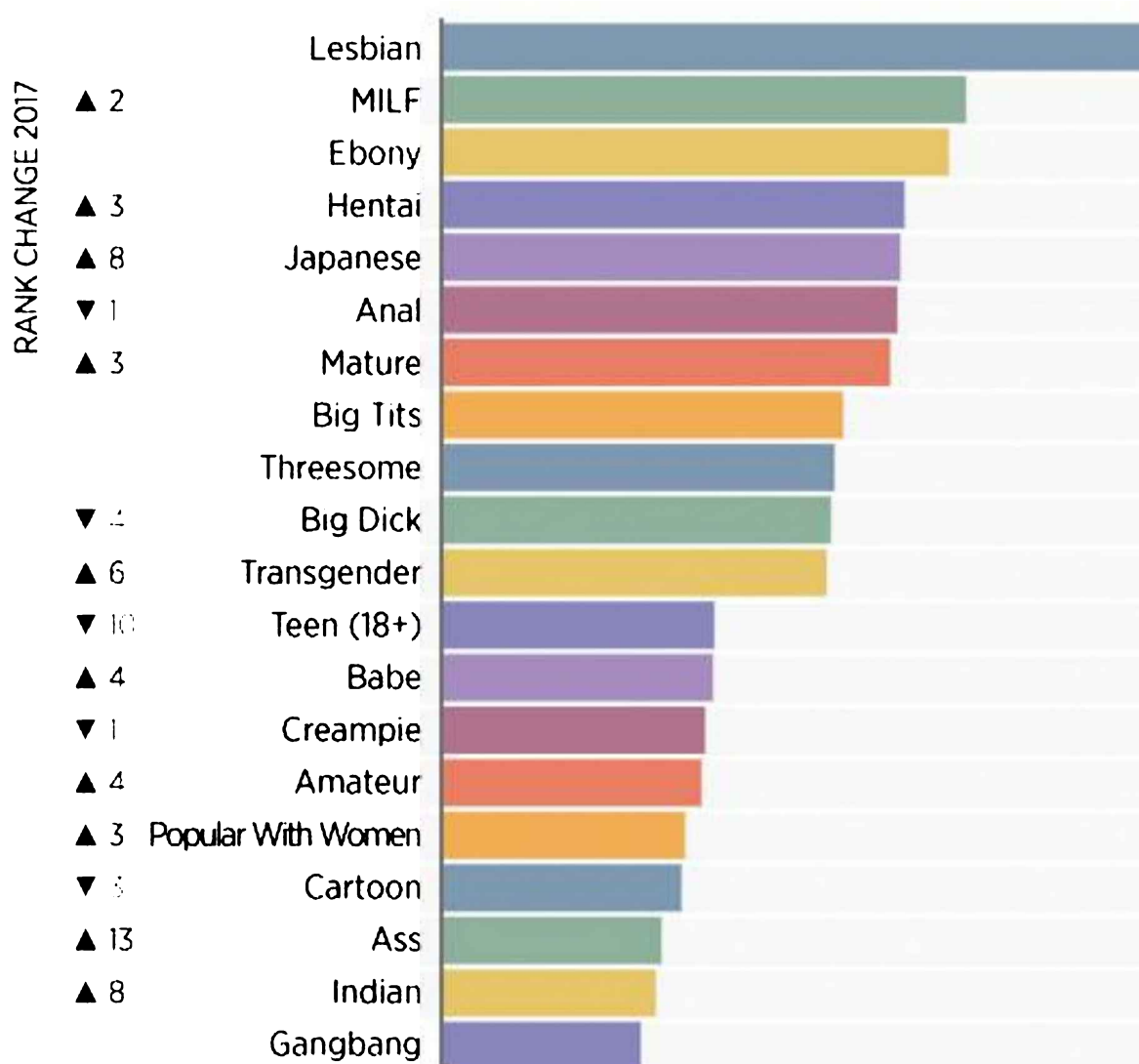
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## CATEGORICAL ANALYSIS

It is the third year in a row that 'Lesbian' (nsfw) maintains 1st place for most viewed categories on Pornhub! The significant increases come via two different ethnicities; 'Indian' (nsfw) and 'Japanese' (nsfw) jumped a respective 13 and 7 positions this year landing them at 19th and 6th place on the list. The increased popularity of those two categories was helped by the traffic growth we saw from both Japan and India in 2017.

The popularity of 'MILF' (nsfw) grew by 2 positions, and 'Hentai' (nsfw) increased by 3. There were also some dips compared to last year, including 'Anal', which dropped 3 spots over the course of 2017, compared to the year prior where it gained 4. 'Threesome' also lost one spot as opposed to last year where it gained two. The 'Female Friendly' category was recently renamed to 'Popular with Women' and grew in rank by 3 positions since 2016.

## Most Viewed Categories of 2017

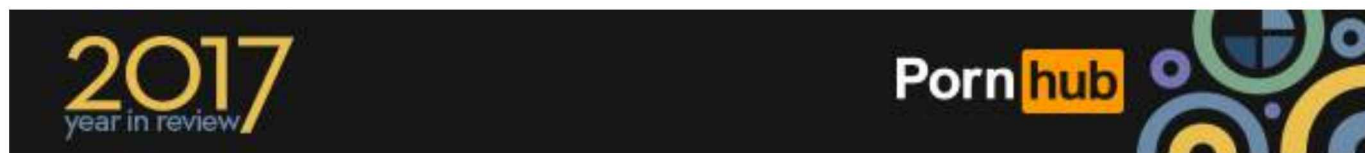


PORNHUB.COM/INSIGHTS

## TOP GAINING CATEGORIES

Topping off the gaining categories for 2017, is 'Cuckold' (nsfw) where views have increased by 72%. Popularity for the Transgender (nsfw) category increased by 36%, and 'Cartoon' (nsfw) is up by 25%. 'Amateur' (nsfw) caught viewers' attention for the longest amount of time at with views on videos in the category lasting an average of 14 minutes and 31 seconds, which is 132 seconds longer than last year. Views in the 'Fetish' (nsfw) category are also up with a 117-second increase from last year, at 11 minutes and 55 seconds.

In Categories viewed for the shortest amount of time, we have 'Red Head' clocking in with an average of 7 minutes and 41 seconds (a 31 second change from last year). Perhaps the dip is related to an underwhelming 'Riverdale' season 2? Anyone else disappointed by the black hood reveal? 'POV' takes second place as the category with the shortest average view time, at 7 minutes and 56 seconds.



## Top Gaining Categories



Cuckold ▲ 72%	Transgender ▲ 36%
Japanese ▲ 66%	Creampie ▲ 32%
Indian ▲ 57%	Gangbang ▲ 28%
Cosplay ▲ 44%	French ▲ 27%
Korean ▲ 39%	Cartoon ▲ 25%

## Categories Viewed the Longest

Amateur 14 mins 31 sec	CHANGE ▲ 132 sec
Japanese 13 mins 29 sec	IN 2017 ▲ 68 sec
Old/Young 13 mins 22 sec	▲ 65 sec
Mature 13 mins 20 sec	▲ 56 sec
Korean 12 mins 21 sec	▲ 169 sec
Casting 12 min 01 sec	▲ 100 sec
Fetish 10 mins 53 sec	▲ 17 sec

## Categories Viewed the Shortest



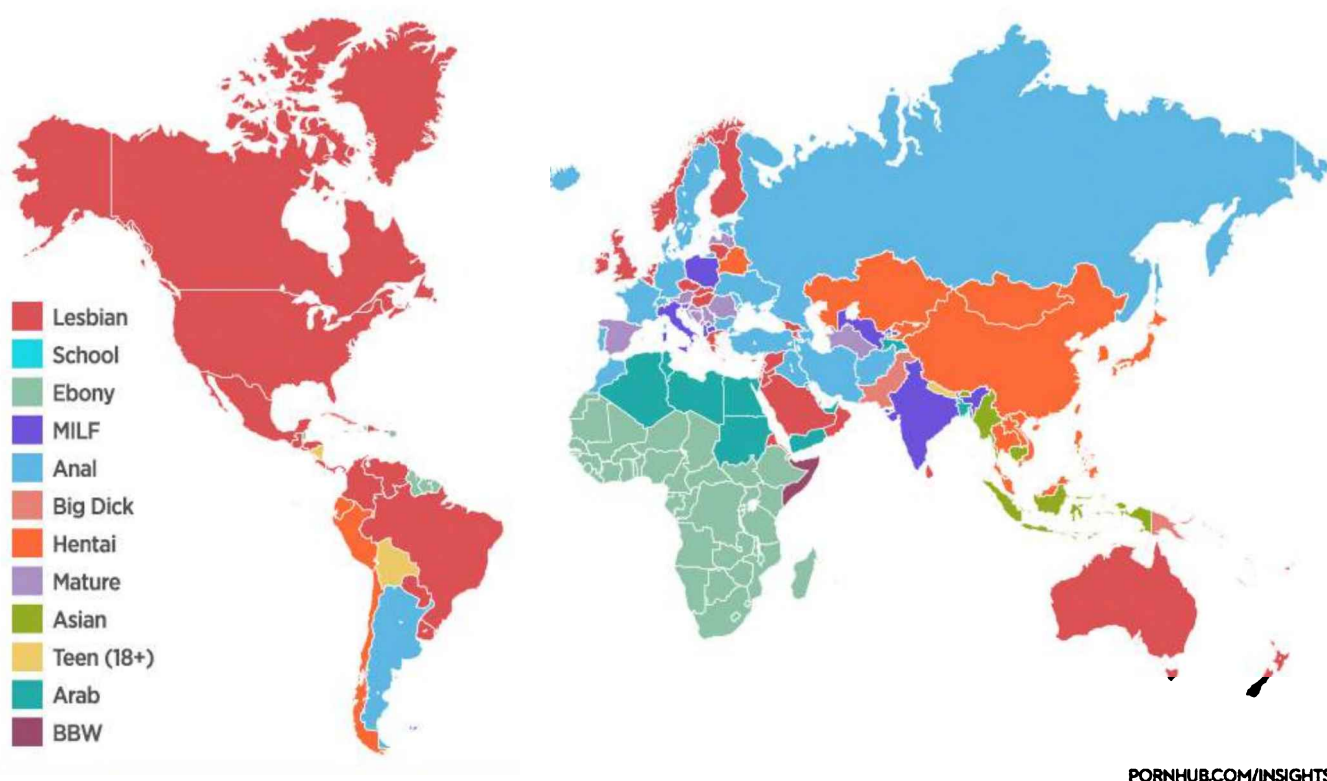
Red Head 7 mins 41 sec	CHANGE ▲ 31 sec
POV 7 mins 56 sec	IN 2017 ▲ 27 sec
Latina 8 mins 11 sec	▲ 25 sec
Blonde 8 mins 23 sec	▲ 54 sec
College 8 mins 33 sec	▲ 56 sec
Double Penetration 8 mins 47 sec	▲ 43 sec
Cosplay 9 mins 14 sec	▲ 35 sec



The color-coded world map below offers another way of viewing all of this information. Red representing 'Lesbian' mostly sweeps North America, the majority of South America and a portion of Europe, as well as all of Australia. The Blue representing 'Anal' takes up a large portion of Asia and a chunk of South America. Orange, which represents 'Hentai', is mostly represented in China and India.



## The World's Most Viewed Categories



## PORNHUB PRIDE

By analyzing the traffic landing specifically on Pornhub Gay pages, our statisticians were able to see what type of gay (male) porn was popular in 2017. Topping the search list for the second year was 'japanese', followed this time by 'korean' which moved up in rank 57 spots since 2016. Searches for straight guys continue to be popular amongst Pornhub Gay visitors, with 'straight first time' and 'straight friend' taking the third and fourth positions, replacing last year's 'black'.

Searches for "police patrol" increased by more than 5000% since 2016, and

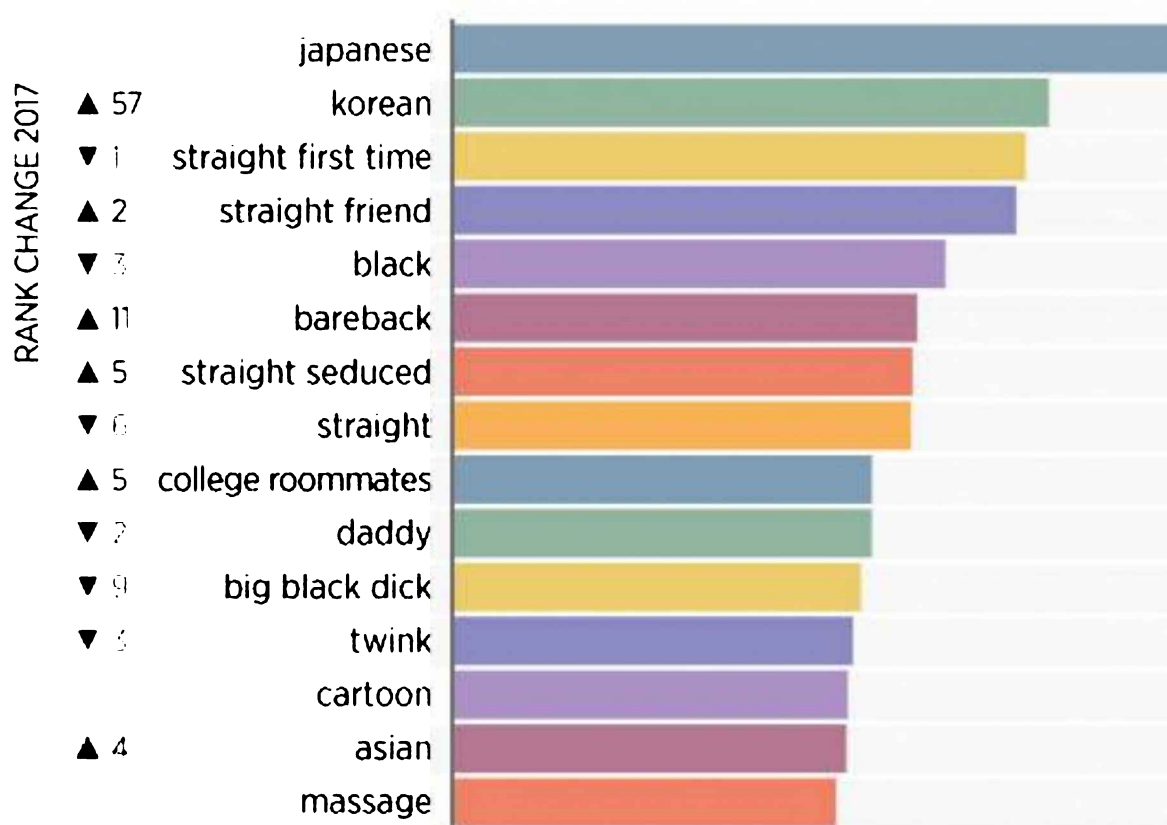


we saw a lot growth for 'is that your boner' and 'bro is that your dick' searches. We hope the resulting videos were successful in answering those pressing questions.

The five most popular gay categories continue to be Black, Straight Guys, Daddy, Bareback and Big Dick. Although the Rough Sex category was new in 2017, it was able to beat Twink into the sixth position.



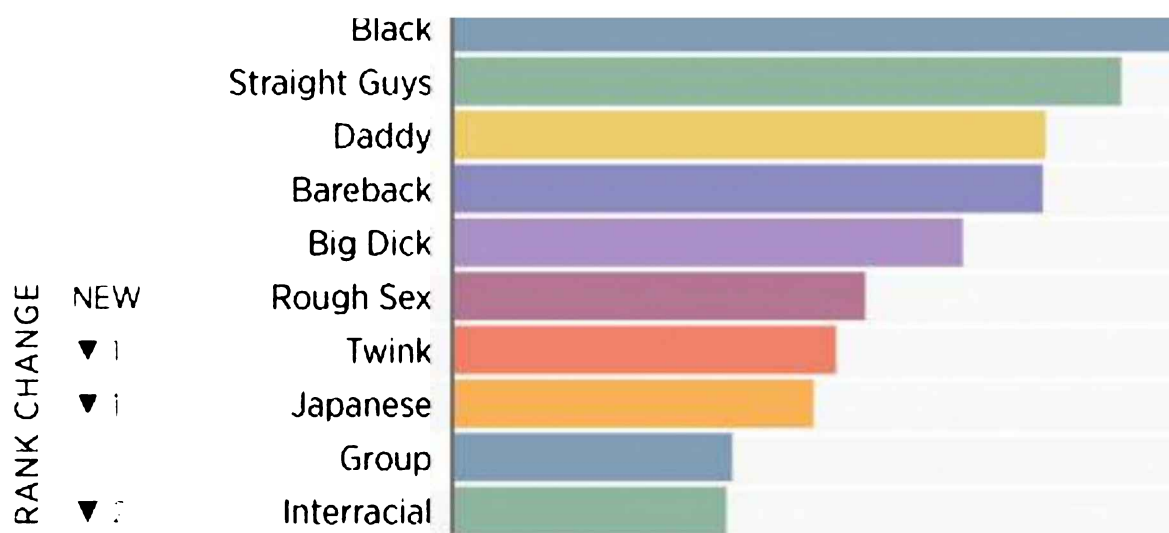
## Most Searched for Terms on Pornhub Gay



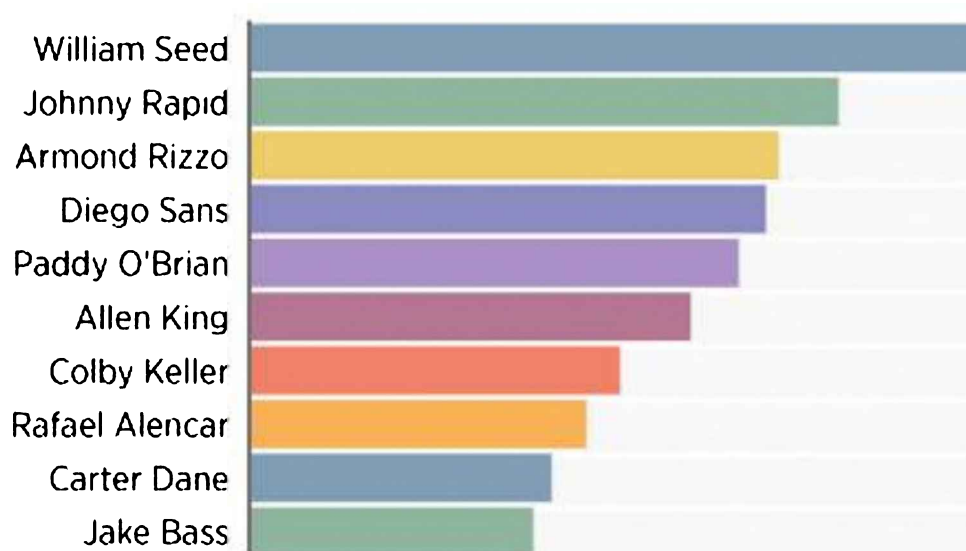
## Top Trending Gay Male Searches

police patrol	▲ 5144%	korea	▲ 186%
is that your boner	▲ 1390%	overwatch	▲ 167%
hot guys having sex	▲ 656%	blowjob under table	▲ 162%
bro is that your dick	▲ 496%	femboy	▲ 155%
sexo en espanol	▲ 356%	solo male moaning	▲ 124%

## Most Viewed Gay Categories



## Most Searched for Gay Pornstars



PORNHUB.COM/INSIGHTS

The most searched for gay pornstar was Men.com exclusive [William Seed](#) (nsfw), followed by [Johnny Rapid](#) (nsfw) and [Armond Rizzo](#) (nsfw). Interestingly, Brazzers pornstar Jordi El Nino Polla (who has only performed in straight oriented videos) was actually the most searched for pornstar by visitors to Pornhub Gay.

It's not only men who enjoy gay male porn. Our statisticians discovered that 37% of visitors to Pornhub Gay pages are in fact women. To learn more about Pornhub Gay visitors in the United States, you can read our complete [Pornhub Pride Insights](#) and our [Gay France](#) post that was also released in 2017.

**SOMEONE LIKE YOU**

Thanks to the anonymized data provided by Google Analytics, Pornhub's statisticians are able to build an accurate picture of the demographic makeup of our visitors including their gender, age and even interests.

## **Identified as a Woman**

'Cheerleader'(s) have made their way to the top of the pyramid (as they do!) with the highest increase in searches by women since last year (by 1019%), making it the biggest rise in trending searches for women in 2017. 'Porn for Women' received the second highest percentage of growth since last year, increasing by 359%. The top three most searched for terms by women have stayed consistent with last year's top searches, with 'Lesbian' in first place, 'lesbian scissoring' coming in a hot second and 'threesome' in third place. 'Gangbang' remains one spot more desirable than 'massage' and 'lesbian threesome' surpasses 'cheerleader' in women's most searched terms for the year but we are confident, they are still rooting for them. Closing out the list is 'lesbian squirt', replacing last year's bottom entry, 'anal'.

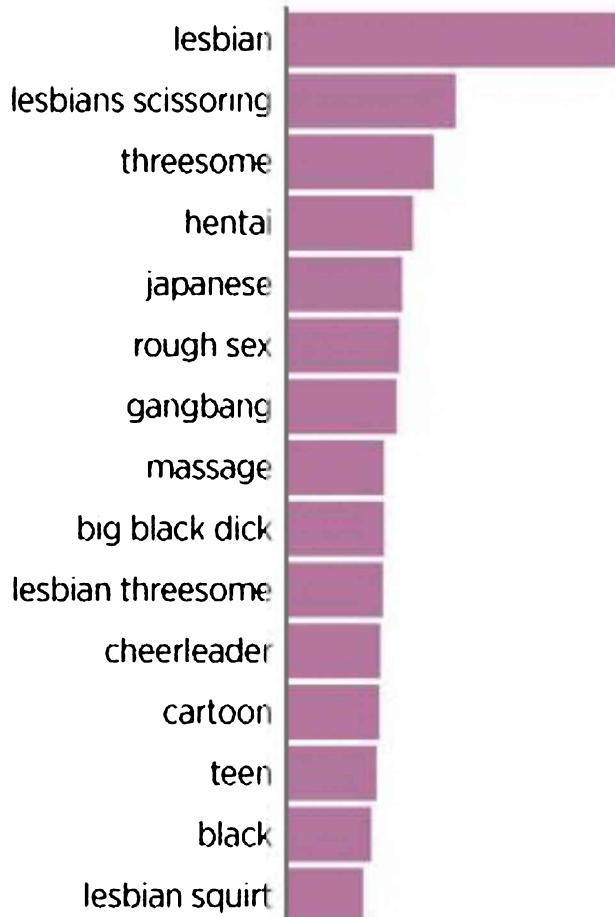
## **Identified as a Man**

Women are not the only sex seeking out a cheer squad, as 'Cheerleader' increased in searches by 357% for men as well. 'Fidget Spinner' made its debut on the most searched terms for 2017, and since they were unheard of in 2016, we have no numbers to compare the increase to just yet! It would seem that men were more interested in speaking the language of love this year with 'francaise' increasing by 223% from last year's searches. It appears that many men are still playing games with 'minecraft' making a 156% increase over last year's searches. The terms 'MILF' and 'step mom' remain the top searches for men in 2017. 'Japanese' has taken a step forward, grabbing third place from last year's 'step sister'. Hentai's searches increased by 89% compared to last year, and landed 'hentai' as the fourth most searched term for men. 'Massage', 'Ebony' and 'Asian' rounded out men's favorites just as they were last year, but 'anal' managed to work its way up four searches from the bottom, surpassing 'overwatch' and 'VR'.

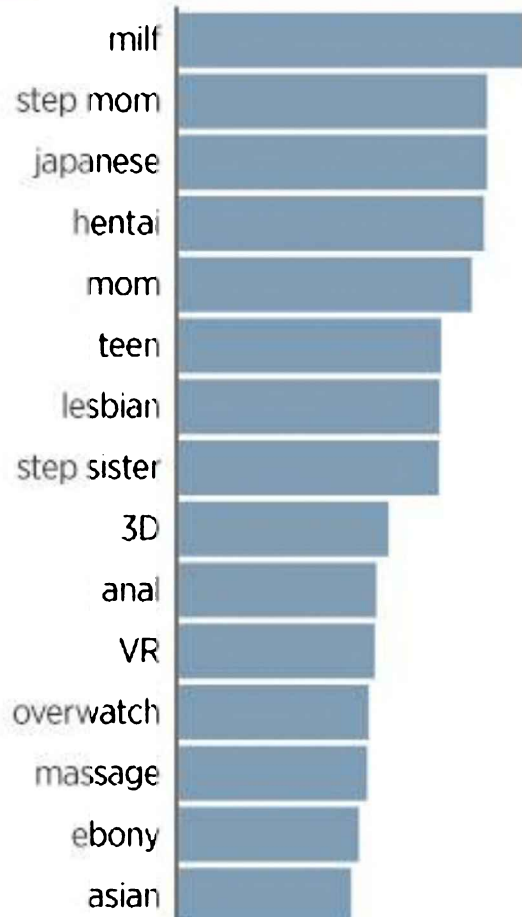
## Most Searched for Terms by Gender



### Women's Favorites



### Men's Favorites



## Top Trending Searches of 2017 by Gender

- ▲ 1019% cheerleader
- ▲ 359% porn for women
- ▲ 342% korean sex scene
- ▲ 148% celebrity sex tape
- ▲ 122% hentai
- ▲ 170% 3D
- ▲ 108% hot lesbian sex

- NEW fidget spinner
- ▲ 357% cheerleader
- ▲ 223% francaise
- ▲ 156% minecraft
- ▲ 139% mmd
- ▲ 89% hentai
- ▲ 55% korean

PORNHUB.COM/INSIGHTS

Women on women is still the preference for 2017 based on the 'Lesbian' category remaining the most popular among women. In fact, women

proportionately viewed the Lesbian category 197% more than men did this year! In addition, The Big Dick category was bumped down from second most viewed category for women, to the third most viewed category. Threesome took second place and Female Friendly remained as fourth. Big Dick was also 31% more popular for women when compared to men this year.

The Pussy-licking category was 393% more popular for females, along with increased interest in the Female Friendly, Rough Sex, Threesome, and Double Penetration categories when compared to men.

“Again, this clearly indicates that women have found their voice and are not shy to seek out what they are now bolder to express” says Dr. Laurie.

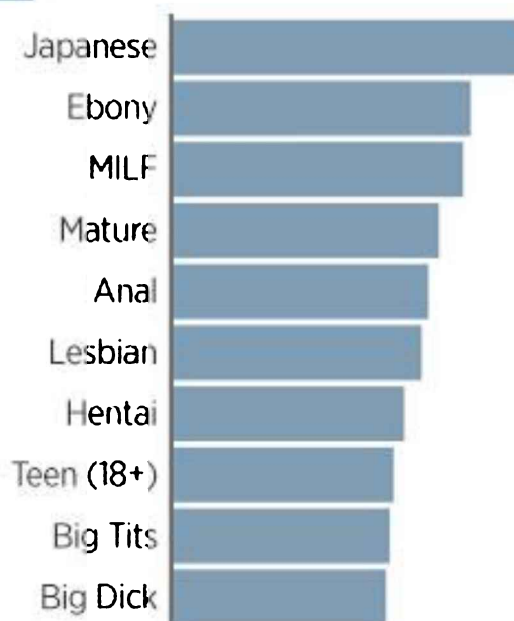
## Most Viewed Categories by Gender



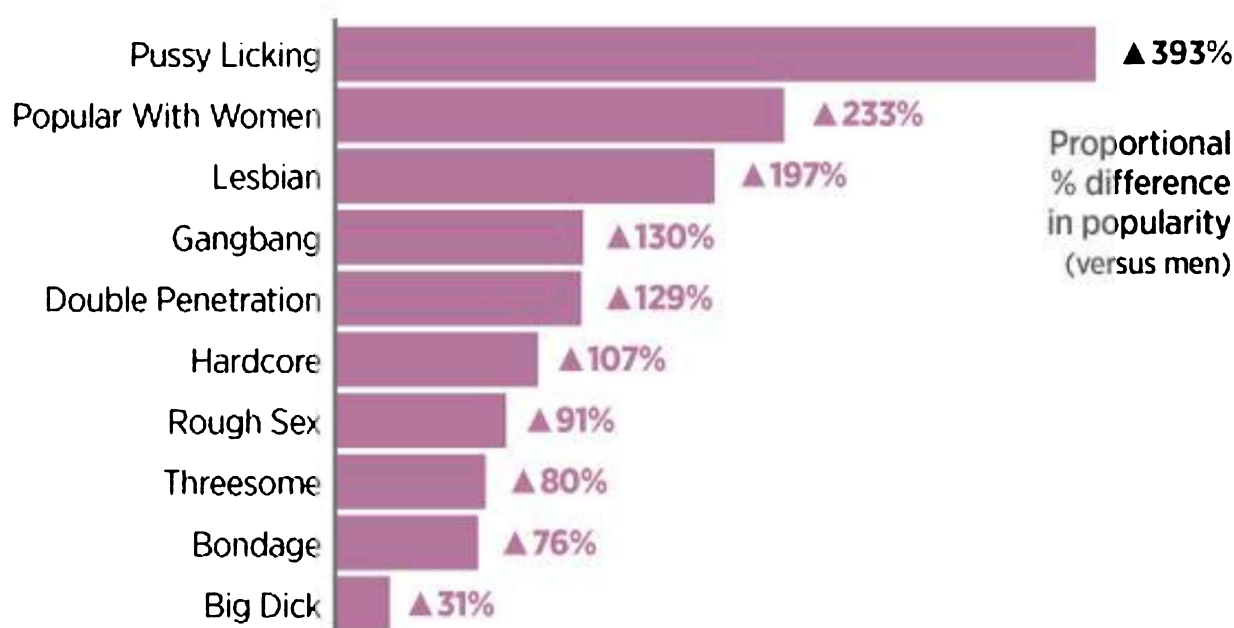
### Women's Favorites



### Men's Favorites



## Viewed More Often by Women Compared to Men



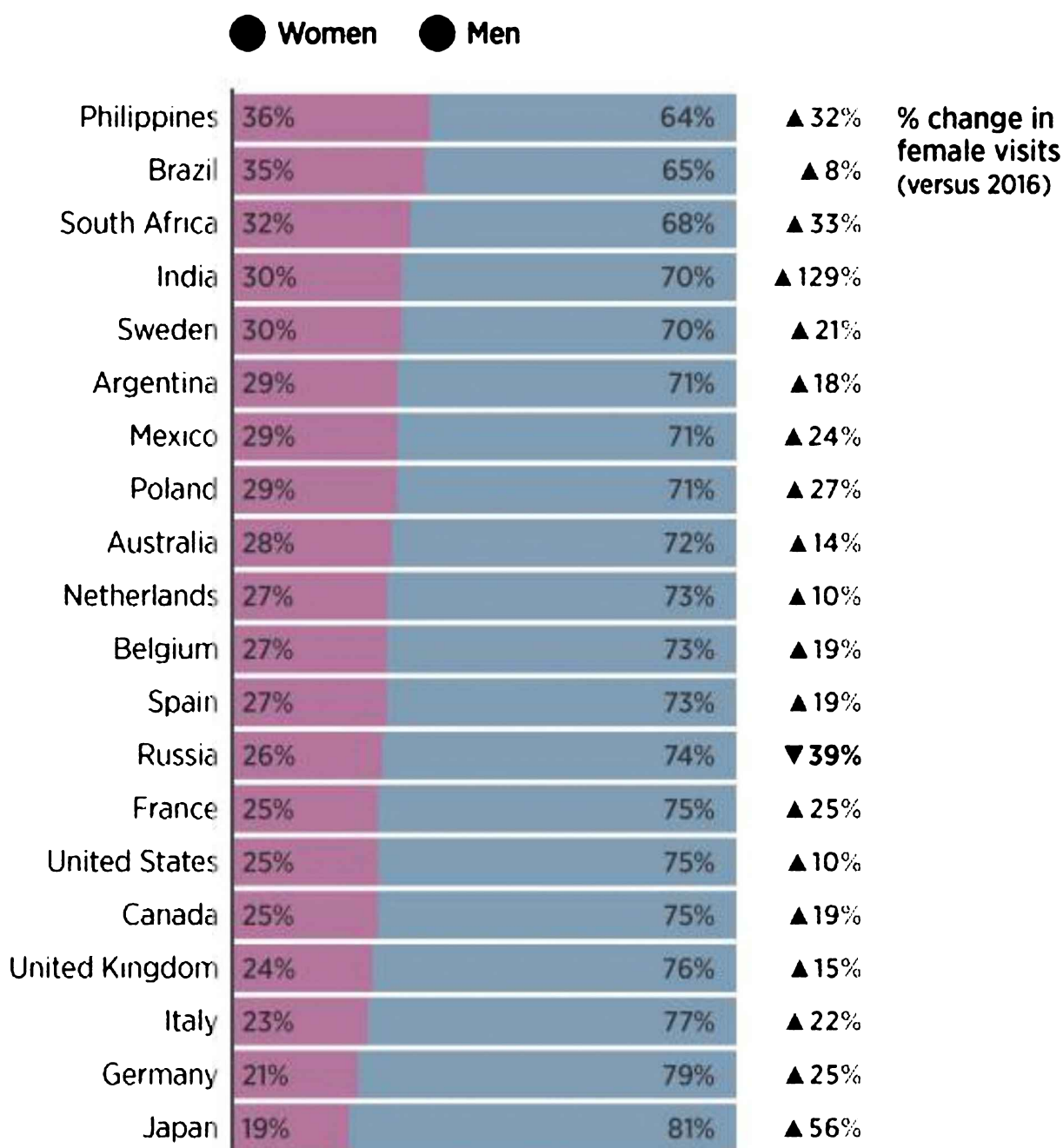
PORNHUB.COM/INSIGHTS

Staying consistent to last year's reports, the average proportion of female visitors to Pornhub worldwide remains at 26%! Russian women, however, were not rushin' to the website this year, being the only top 20 country where female visits decreased in 2017, although that's in line with Russia's

six spot fall in overall traffic rank. India's female visitors increased the most out of any other country compared to last year, by 129%. There was also a higher percentage of female visitors in Japan with a 56% increase over last year.



## Proportion of Female Visitors



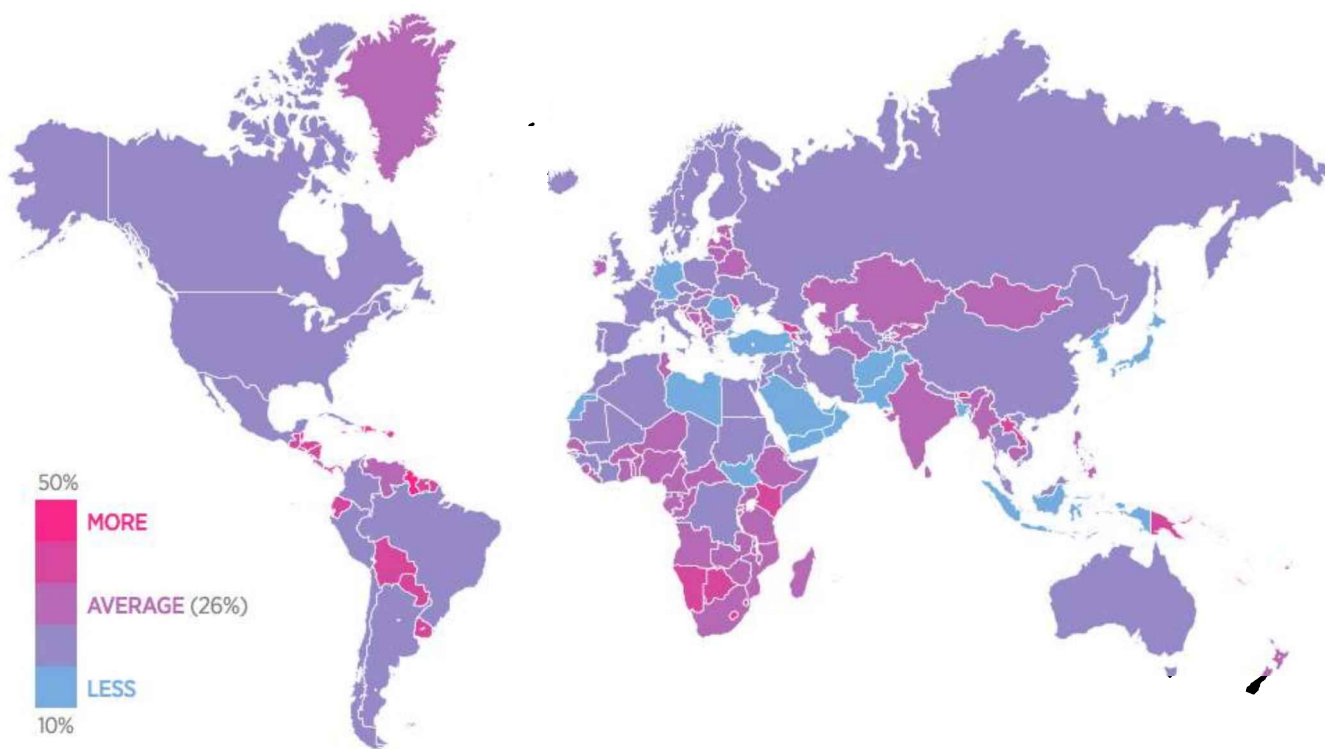
**26%** Average Proportion of Female Visitors Worldwide



The map below colorfully illustrates the proportion of female visitors worldwide! When compared to last year, 2017's map tells us that female visitors in China are a bit less excited about porn, while things are heating up a little more in southern hemisphere as indicated by the higher concentrations of pink visible there.



## Proportion of Female Visitors Worldwide



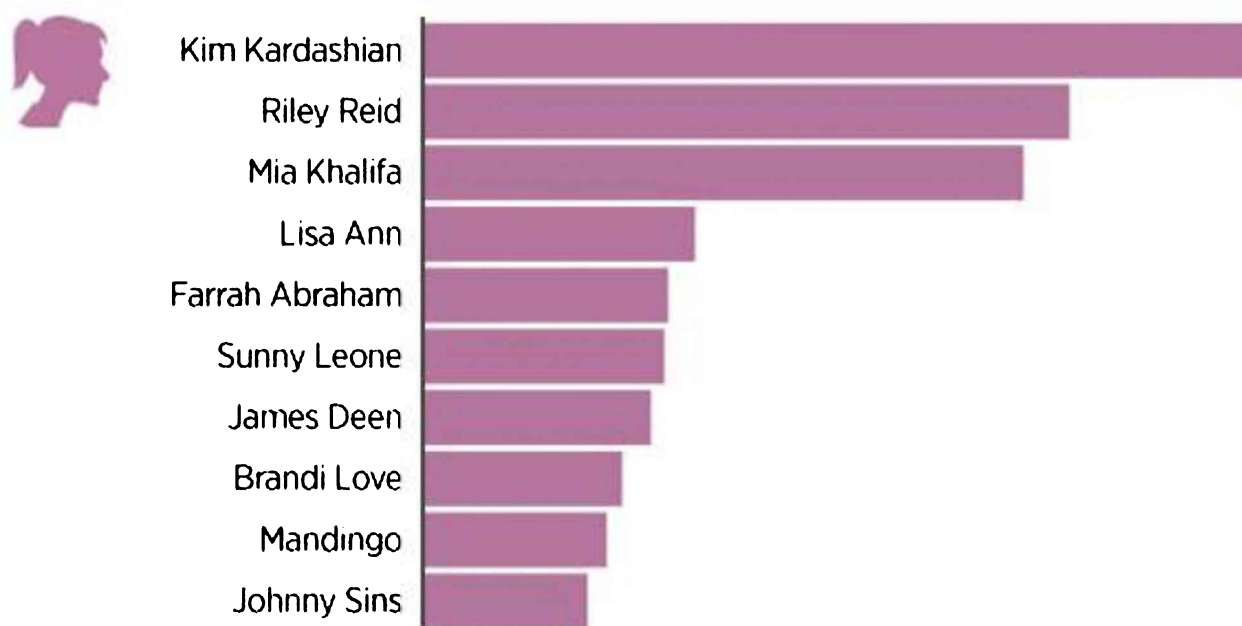
PORNHUB.COM/INSIGHTS

Once again, Kim Kardashian remains the most searched Pornstar by women, and Mia Khalifa is now in third place after being surpassed by Riley Reid who is sitting quite comfortably at second place for the year. There are some new additions to the list since last year, including Brandi Love (nsfw) (whom is also the co-owner and chief financial officer of two multimedia companies) and Johnny Sins (nsfw) (said to be one of the most popular performers in porn for the Millennium-class). Johnny was searched for 167% more by women, as well as Bruce Venture (nsfw) who was searched for 269% more by female viewers to the site than by men.





## Most Searched for Pornstars by Women



## Searched More Often by Women Compared to Men

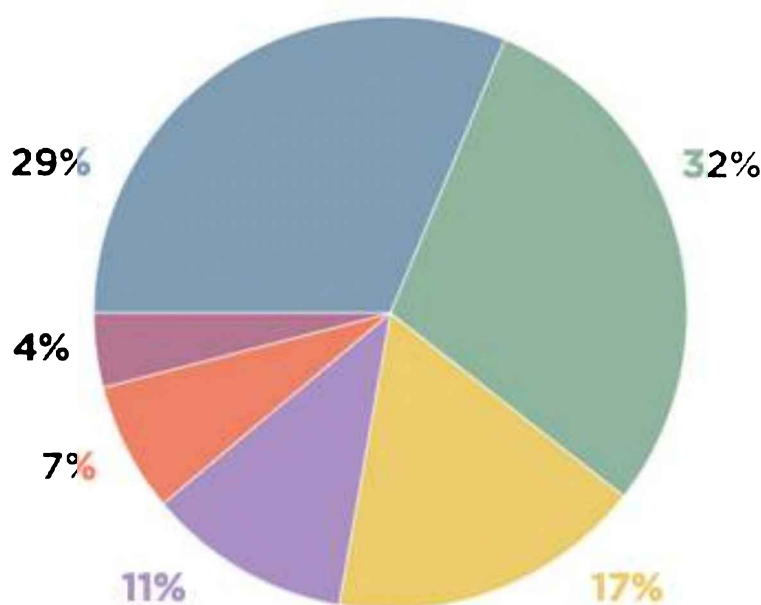


PORNHUB.COM/INSIGHTS

## WHAT'S YOUR NUMBER

The average age of visitors to Pornhub remains 35 years old. The largest proportion of viewers to the site are between the ages of 25 and 34 year olds, making up 32% of Pornhub's visitors. Viewers between the ages of 18 and 24 made up 29% of our entire viewership in 2017, which is actually a 2% decline from last year. Out with the young, and in with the older as the saying almost goes! Viewers between the ages of 35 and 44 account for the third largest group at 17%. The 55+ crowd are not slowing down either, making up 11% of Pornhub's visitors!

## Age of Pornhub Visitors



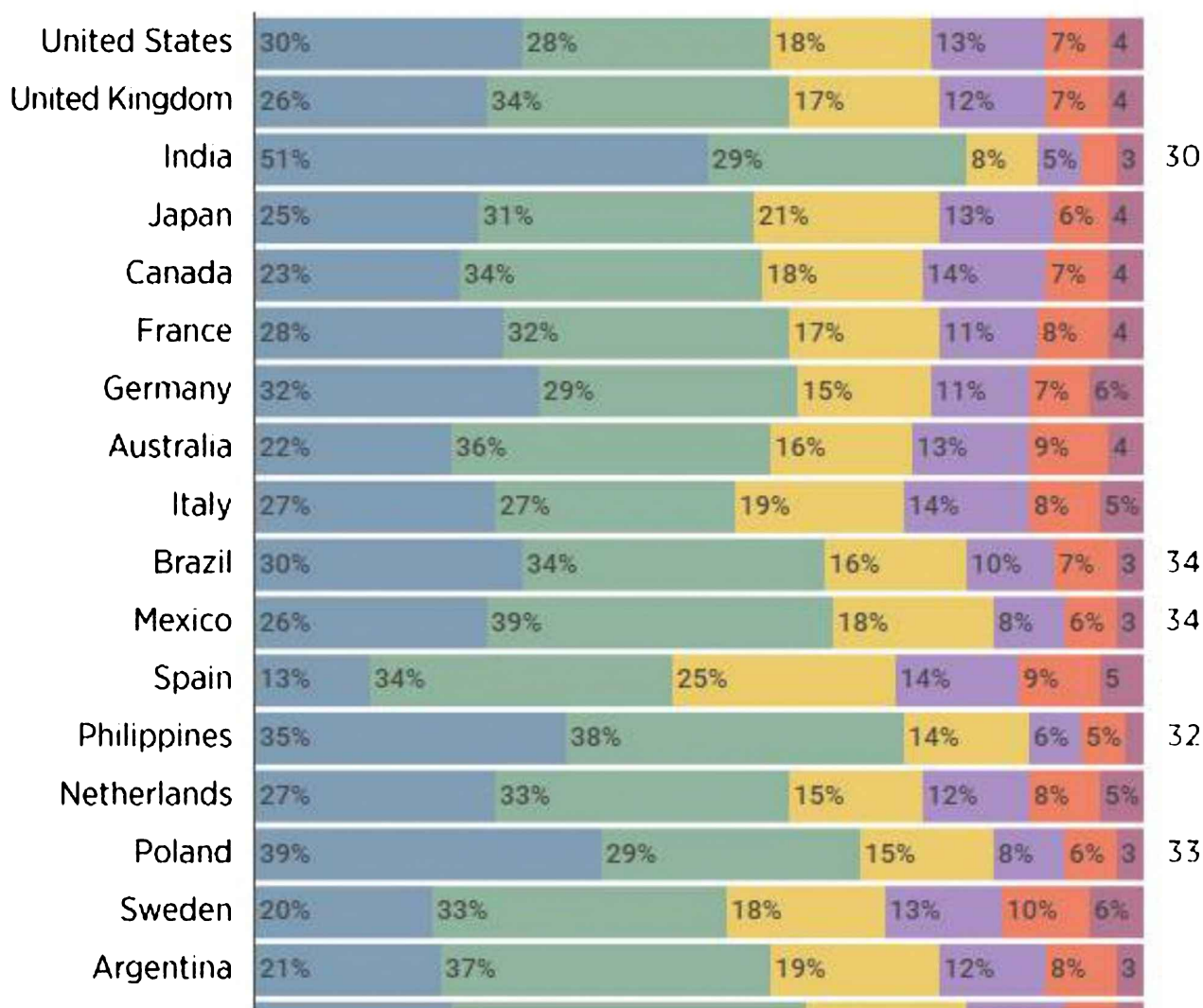
**35 years old**

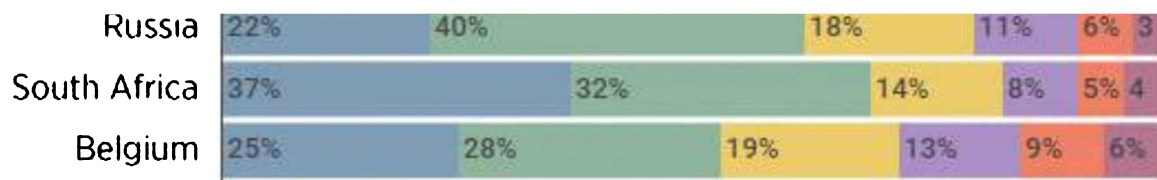
Average Age of Pornhub Visitors

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65+

## Age Proportions in Top 20 Traffic Countries

AVERAGE AGE

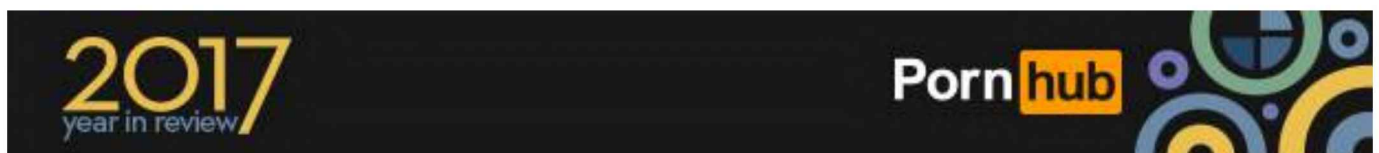




PORNHUB.COM/INSIGHTS

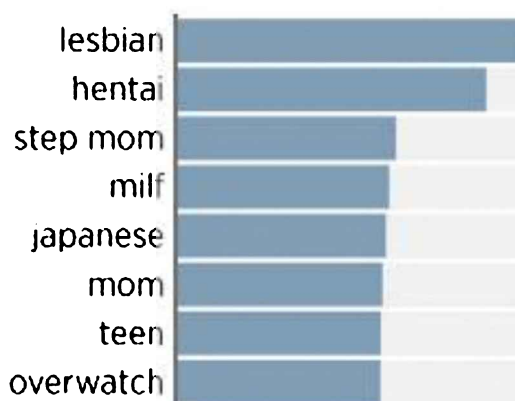
We have once again taken a closer look into each age bracket to provide some insights into what each age group most desires. ‘Lesbian’ is still in the top two searches for our viewers aged between 18 and 34, but has been dropped down one search position for the 35-44 year old viewers, who preferred ‘milf’ this year (as their second most popular search).

‘Japanese’ remains as the most popular search for 25-34 and 35-44 year olds in 2017. ‘Japanese Wife’ rose to be the second most popular search for the 65+-age range, bumping ‘granny’ down three searches from last year. ‘Japanese Wife’ also made a big appearance for the 55-64 year olds, becoming their second most popular search, with ‘Japanese’ becoming their third most popular search.



## Popular Searches by Age Group

### 18 - 24



### Top Gaining Searches

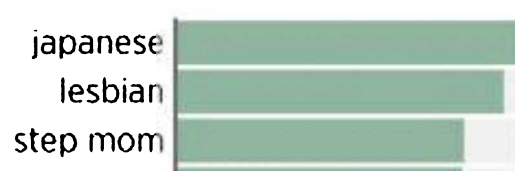
fidget spinner ► NEW  
twitch streamers ▲1133%  
mmd ▲244%

### Relative Categories

Viewed more compared to other ages

Hentai 65%  
Cartoon 55%  
Lesbian 52%

### 25 - 34

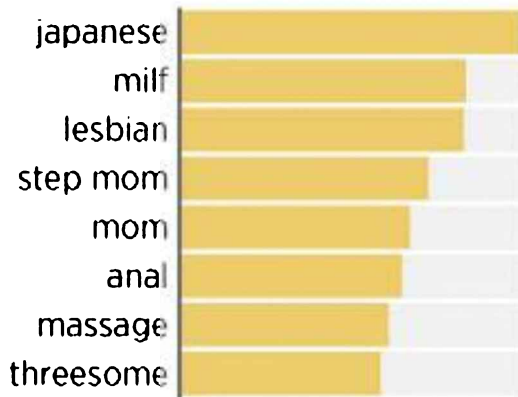


### Top Gaining Searches

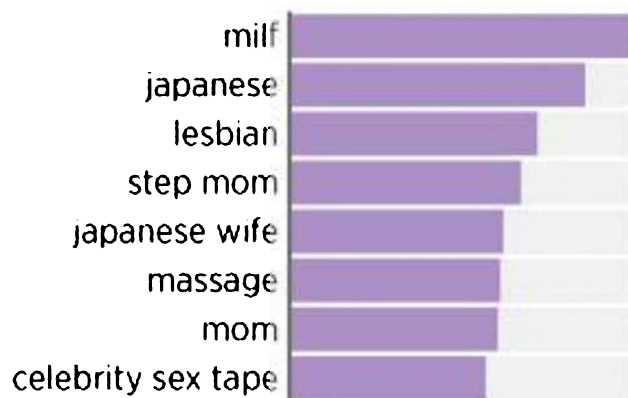
fidget spinner ► NEW  
cheerleader ▲505%  
3d ▲154%



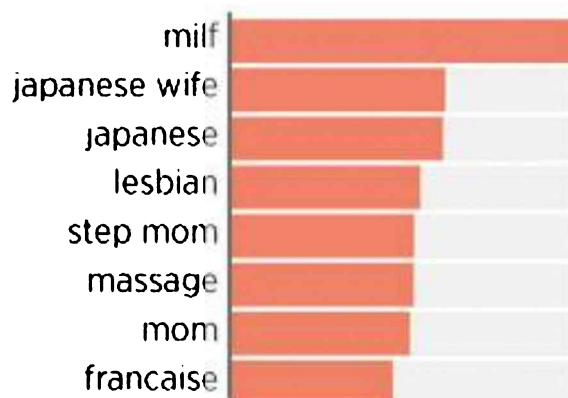
### 35 - 44



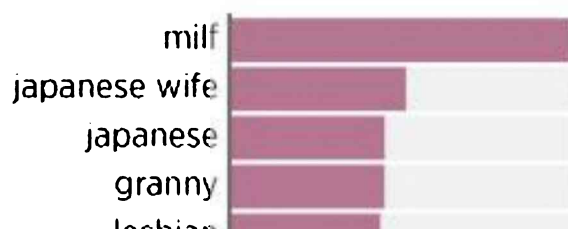
### 45 - 54



### 55 - 64



### 65+



### Relative Categories

Viewed more compared to other ages

double penetration 23%  
ass 14%  
ebony 12%

### Top Gaining Searches

cheerleader ▲382%  
porn for women ▲356%  
hentai ▲190%

### Relative Categories

Viewed more compared to other ages

Anal 24%  
Japanese 23%  
BBW 20%

### Top Gaining Searches

porn for women ▲290%  
tits ▲283%  
4k ▲172%

### Relative Categories

Viewed more compared to other ages

Mature 41%  
Transgender 23%  
Japanese 20%

### Top Gaining Searches

naked twerking ▲421%  
tits ▲383%  
stop its too big ▲217%

### Relative Categories

Viewed more compared to other ages

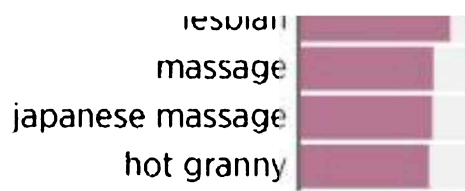
Handjob 93%  
Mature 85%  
Old/Young 51%

### Top Gaining Searches

guys having sex ▲1011%  
granny cougar ▲275%  
vintage porn ▲262%

### Relative Categories

Viewed more compared to other ages



viewed more compared to other ages

Handjob 137%  
Mature 113%  
Transgender 36%

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

‘Milf’ made its way into the top four searches for all of the age groups this year, and passed one position to be the fourth most searched for among 18-24 year olds since 2016. ‘Milf’ also remains the most popular search for the 45-54, 55-64 and 65+ age groups, for the second year in a row.

According to Dr. Laurie, “Milf is a popular category for all ages but where we can dispel some myths is in the 45+ viewership. A common perception is that middle aged men prefer to ogle the “pretty young things” over the gravity challenged physique of the mature woman, but that clearly is not the case, with the greatest increases in 45+ males. Mature women are in way better shape than a generation ago thanks to gyms and societal changes. The mature woman is very sexy again.”

There was a huge increase in searches for ‘Twitch Streamers’ for the 18-24 year olds this year (+1133%); this was also the only age range that took interest in searching for ‘Fidget Spinners’. ‘Hentai’ (+65%) and ‘Cartoon’ (+55%) were once again viewed more by this age group than any other, but by smaller percentages, meaning the other ages are taking more of an interest! ‘Massage’ also became a more popular search this year, making its way onto every age group’s top searches, except for the 18-24 year olds, who didn’t seem to get the message.

“The prevalence of massage parlors in almost every major city offering happy endings surely contributes to the gains in this category. For the patrons that have already indulged, it allows them to re-live their experience and allows the “inexperienced” an opportunity to explore the fantasy” says Dr. Laurie.

## THE MEDIUM IS THE MESSAGE

In his 1964 book “Understanding Media”, philosopher Marshall McLuhan

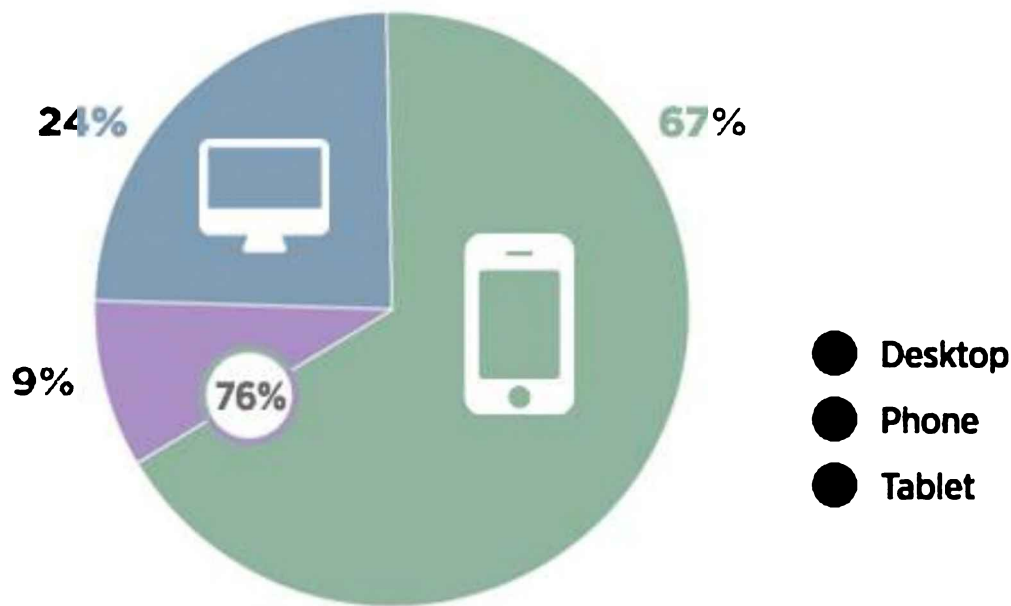


famously proposed that “the medium is the message”, meaning that the medium on which content is consumed is often as noteworthy as the content it carries. In the same way, Pornhub statisticians closely study the types of devices on which porn is watched. Over the last several years, mobile devices like smartphones and tablets have become the primary medium on which most people enjoy visiting Pornhub.

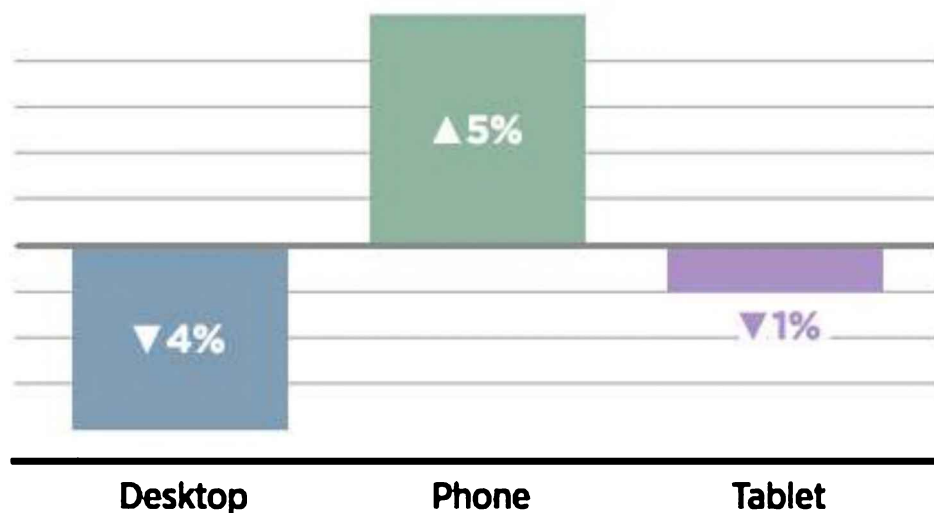
## **DEVICES**

Throughout 2017 smartphones continued to rise a further 5% in market share, now representing 67% of all traffic, joined by tablets making up a further 9%. Desktop (and laptop) computers now make up less than a quarter of all Pornhub traffic. Some countries had substantial increases in smartphone use, such as South Korea with 74% growth in market share and an increase of 79% in Cuba.


## Traffic by Phone, Desktop & Tablet



## Change in Traffic Share from 2016 to 2017



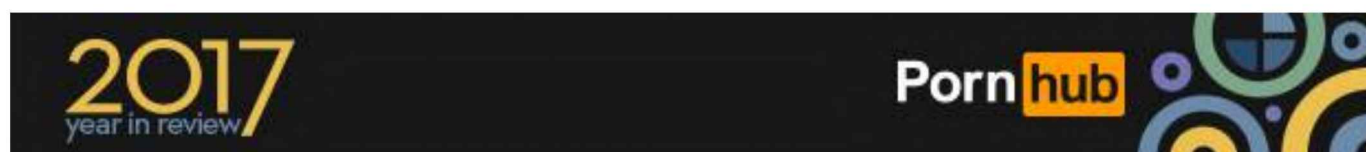
## Countries with Increases in Phone Traffic Share

	S. Korea ▲ 74%	Ukraine ▲ 52%	Sri Lanka ▲ 29%	Peru ▲ 26%
	Cuba ▲ 79%	Belarus ▲ 35%	Colombia ▲ 26%	Serbia ▲ 23%

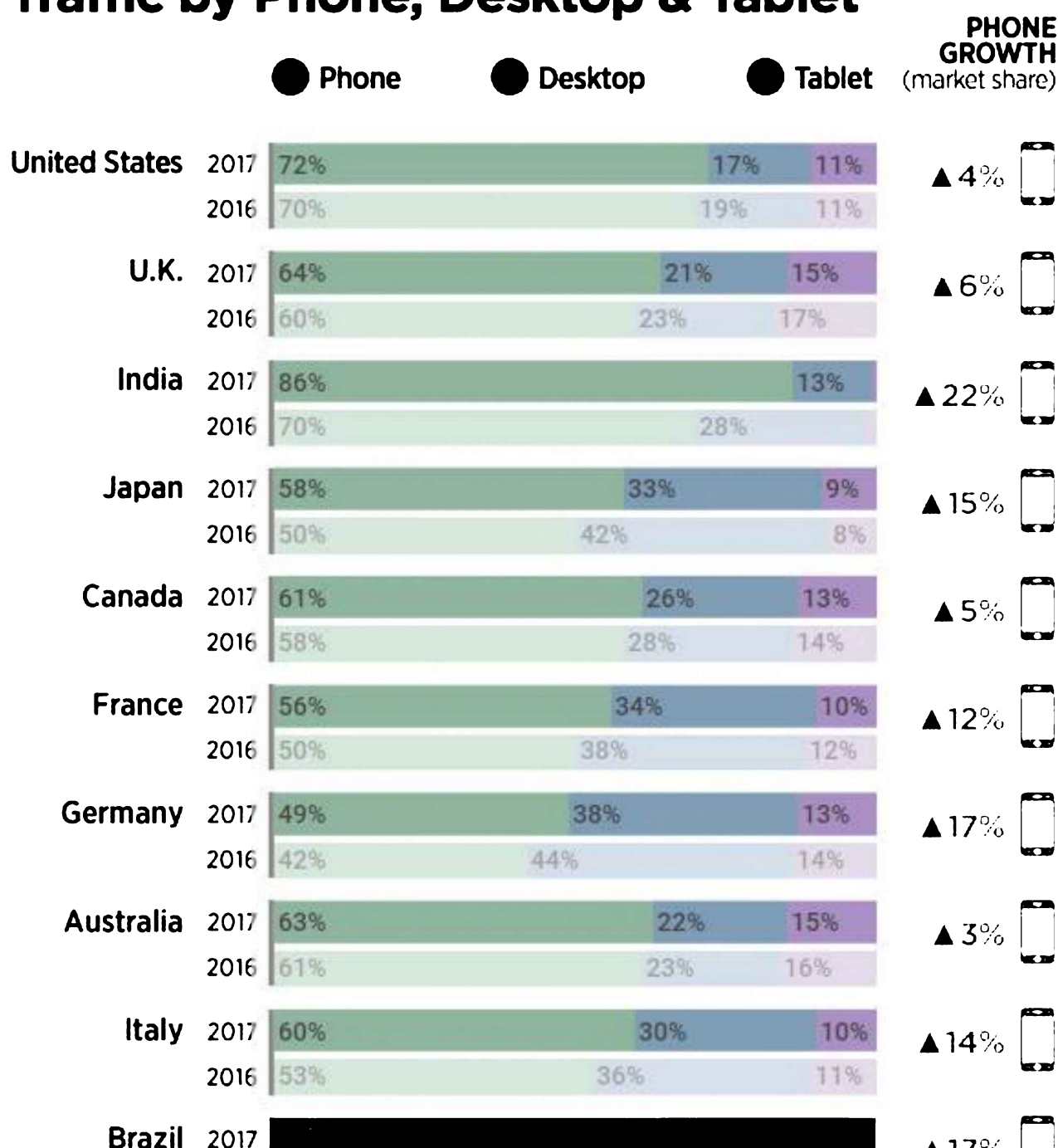
PORNHUB.COM/INSIGHTS

Many of Pornhub's top 20 traffic countries have the largest share of smartphone visits, and all had further growth in 2017. In the United States,

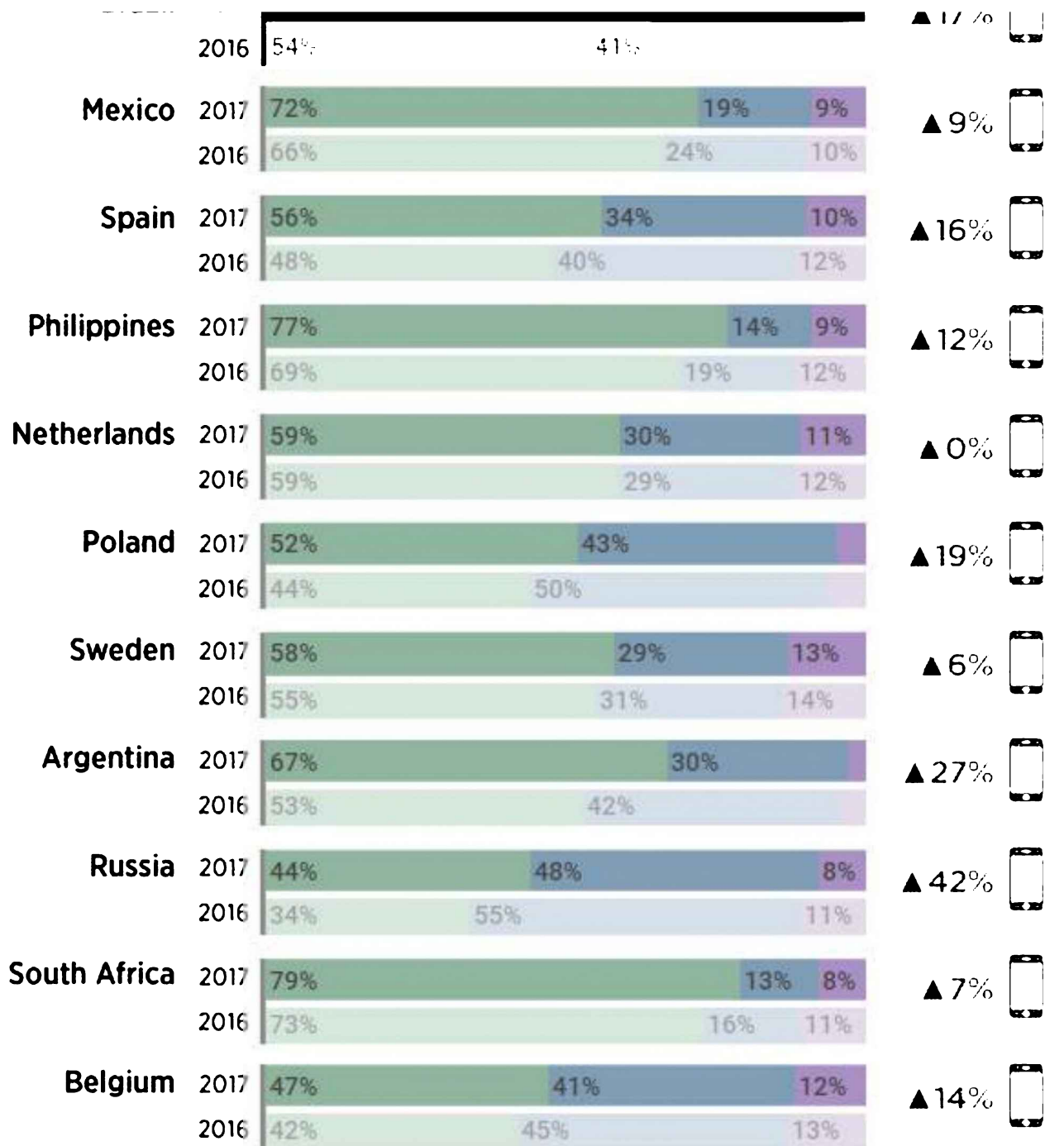
83% of all visitors are now using mobile devices. Across North America we also see 81% mobile use from Mexico and 74% from Canada. Highest amongst the Top 20 are South Africa and India, where 87% of visitors are on mobile devices. India's 22% increase in smartphone market share was most likely due to their inexpensive and unlimited cellular data plans. There are however some exceptions. While Russia saw a 47% increase in Smartphone market share compared to 2016, it still lags behind other Top 20 countries with nearly half of visitors still using desktop computers.



## Traffic by Phone, Desktop & Tablet







PORNHUB.COM/INSIGHTS

## OPERATING SYSTEMS

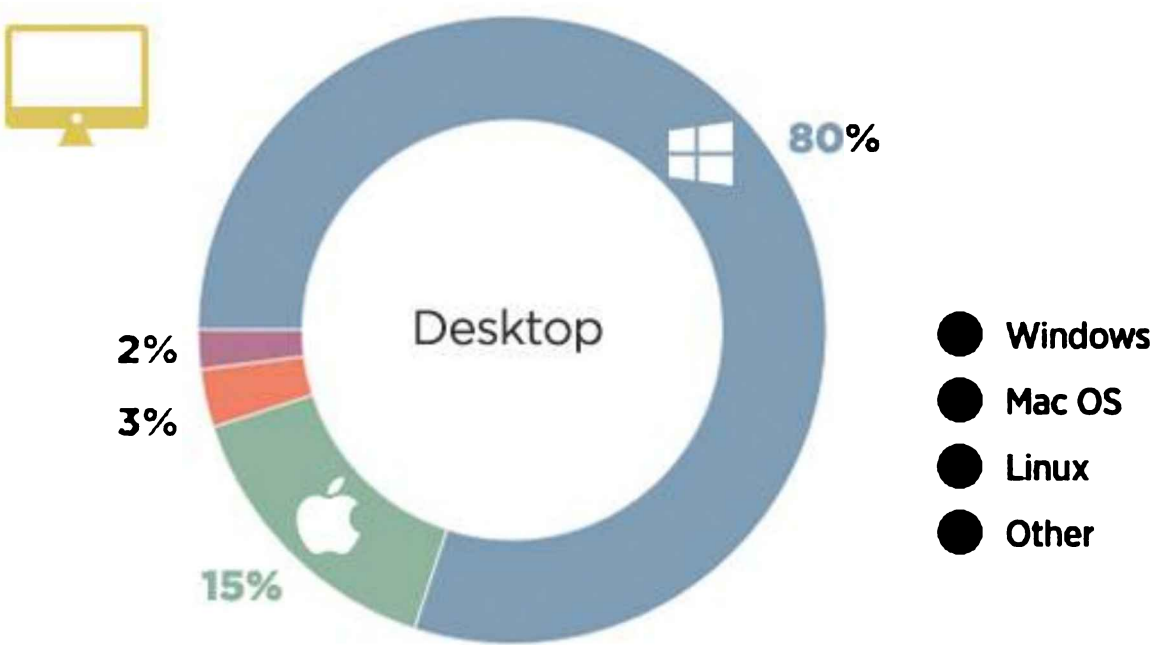
With more than 80 million daily visitors, studying the operating systems by which visitors use Pornhub can give us insight into broader industry trends. Through 2017 Windows maintained 80% of desktop traffic, while Mac OS increased its share by 10%. Much of Mac's gain came from other operating systems like Linux which now represents just 3% of desktop traffic.

Among mobile operating systems, Android devices gained 6% market

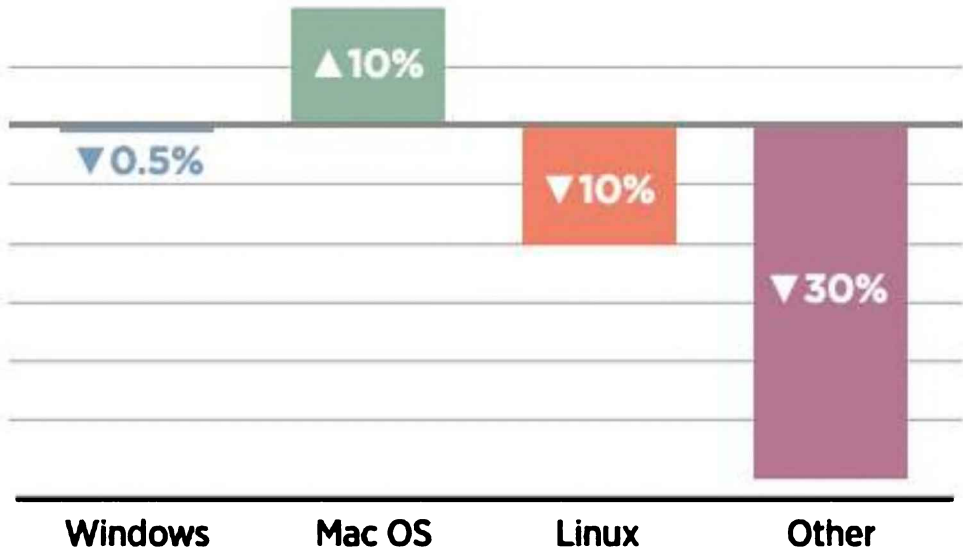
share and now represent 50% of all mobile traffic. Apple's iOS share dropped by 4%, but still represents 47% of mobile traffic. The largest decrease came from Windows mobile, with its share dropping 55% since 2016, now making up just 2% of mobile visits.

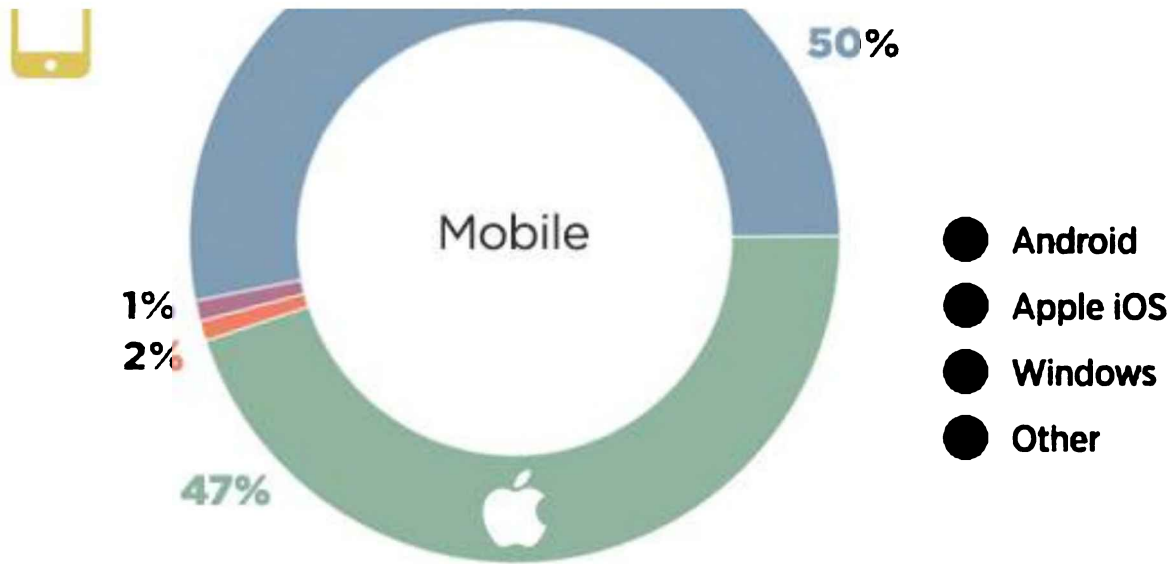


## Traffic by Operating System

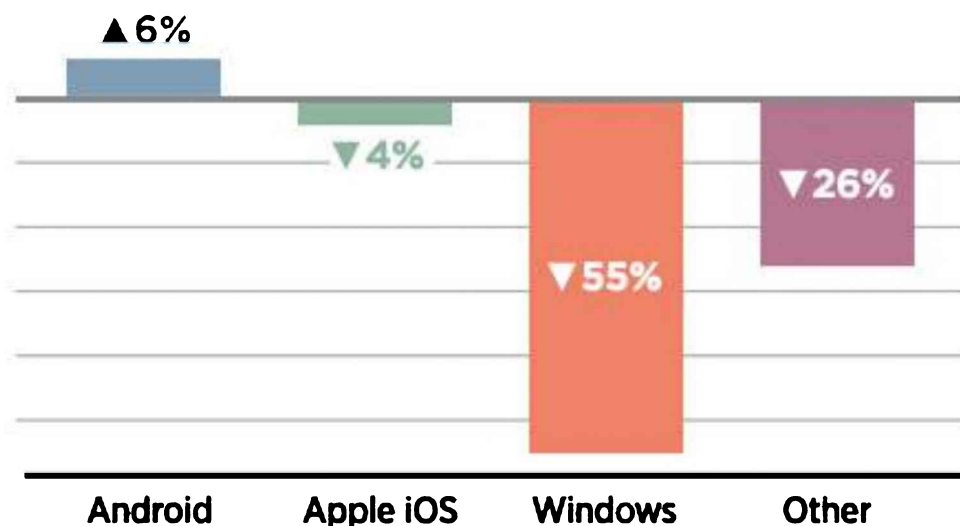


## Change in Traffic Share from 2016 to 2017





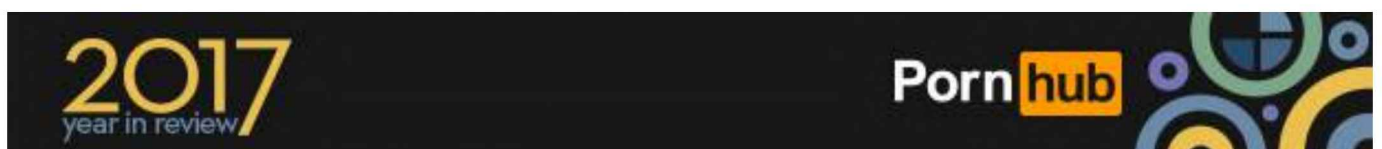
Change in Traffic Share from 2016 to 2017



PORNHUB.COM/INSIGHTS

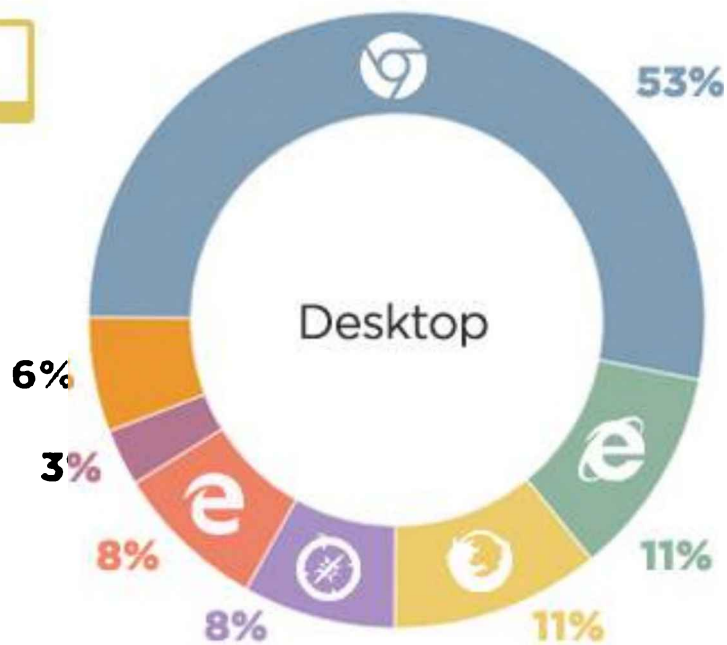
## WEB BROWSERS

Regardless of their device of choice, today's computer users have no shortage of web browsers on which to view online content. On desktop computers, Google's Chrome remained the number one choice, increasing slightly to now represent 53% of all visits. Internet Explore and Firefox both saw decreases in shares since 2016, and are now tied for 11% of traffic each. Microsoft's Edge browser increased its shares by 31% and UC Browser gained 11% in popularity.



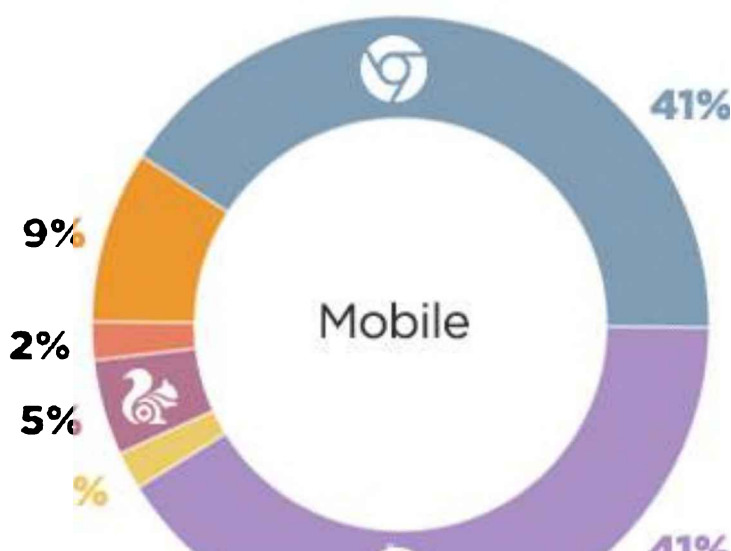
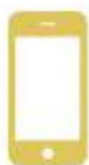
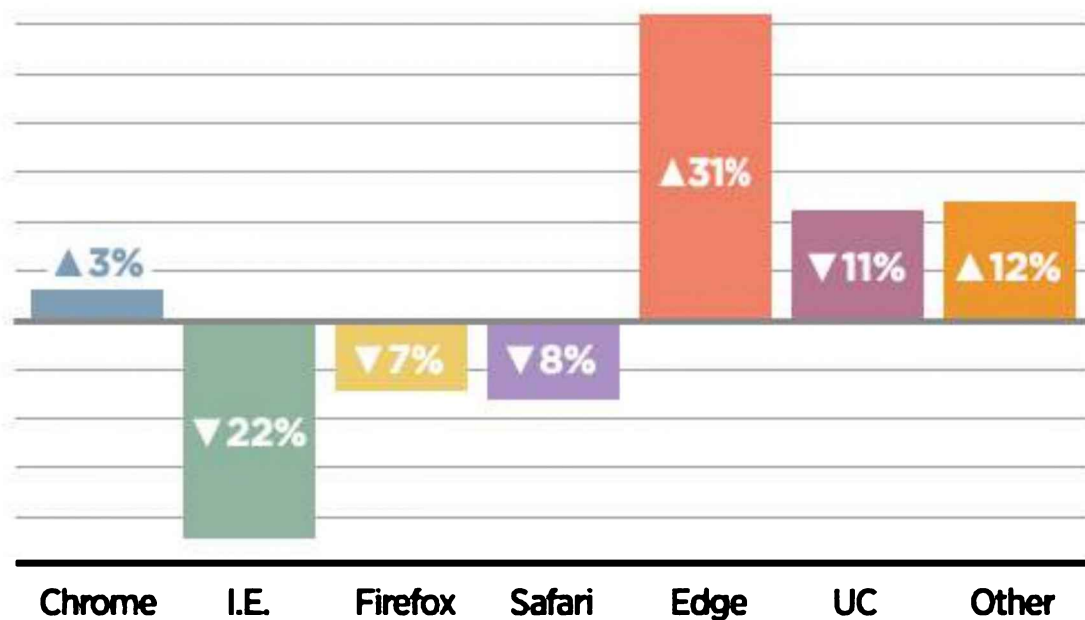
## Traffic by Web Browser

## Share by Web Browser



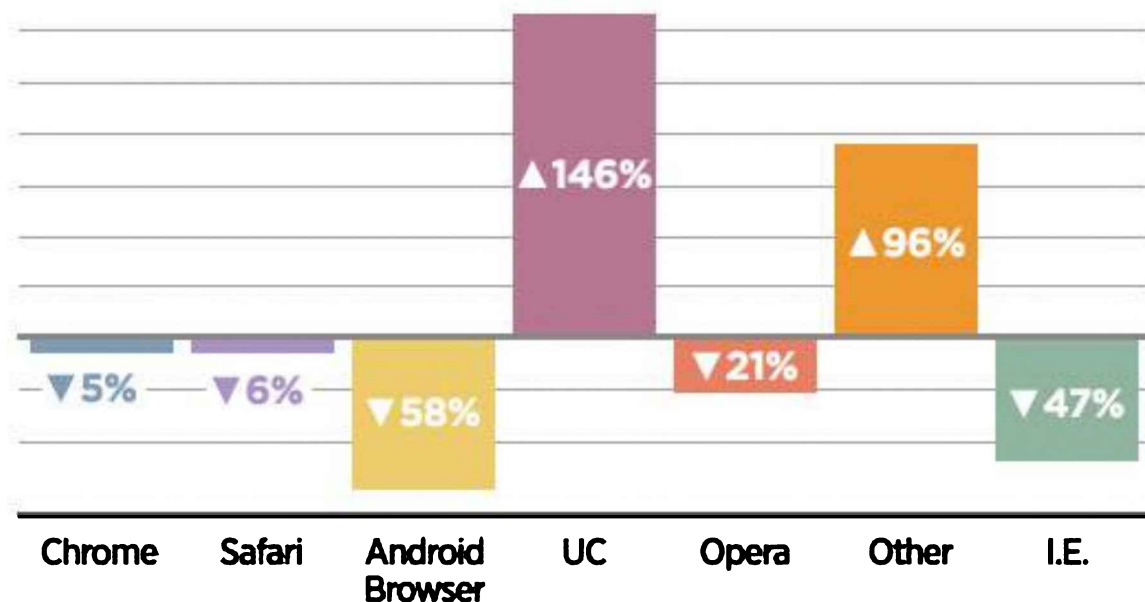
- Chrome
- Internet Explorer
- Firefox
- Safari
- Edge
- UC Browser
- Other

## Change in Traffic Share from 2016 to 2017



- Chrome
- Safari
- Android Browser
- UC Browser
- Opera Mini
- Other

## Change in Traffic Share from 2016 to 2017



PORNHUB.COM/INSIGHTS

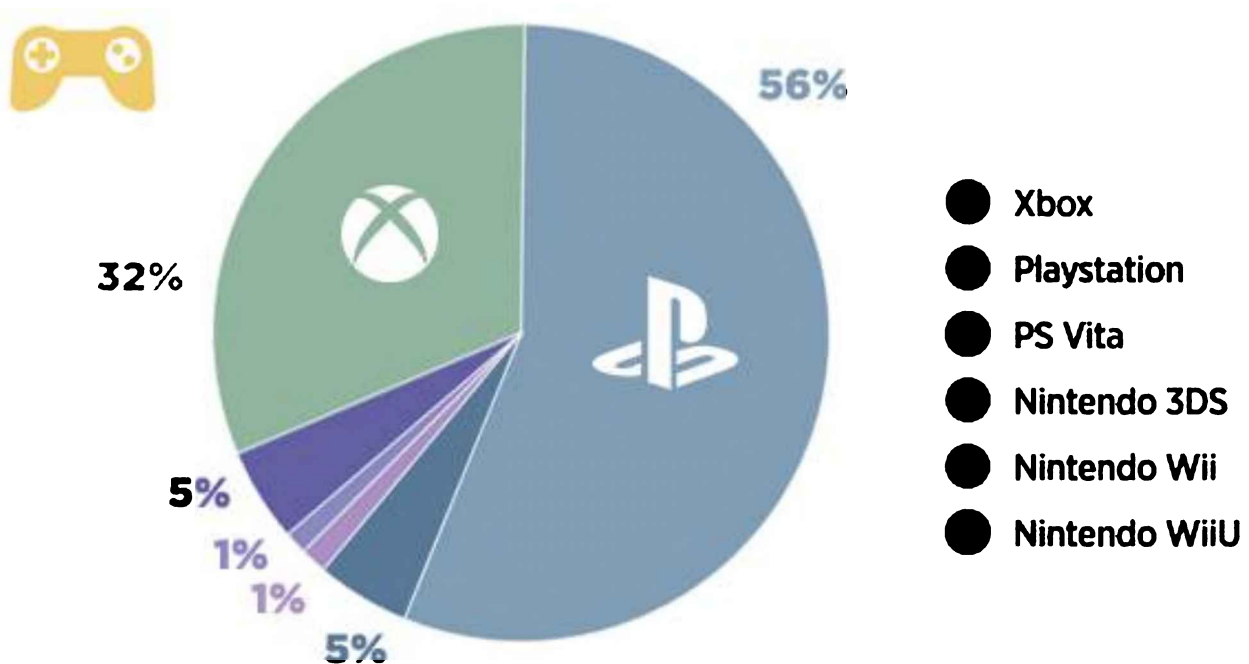
On mobile devices, mainstay browsers like Chrome, Safari, Opera and Internet Explorer all saw decreases in shares, although Chrome and Safari are still tied at 41% of mobile traffic each. The decrease came as new browsers gained traction like China's UC Browser, which gained 146% in market shares since 2016. Various other browsers also grew their shares by 96% now representing 9% use across all mobile devices.

## GAME CONSOLES

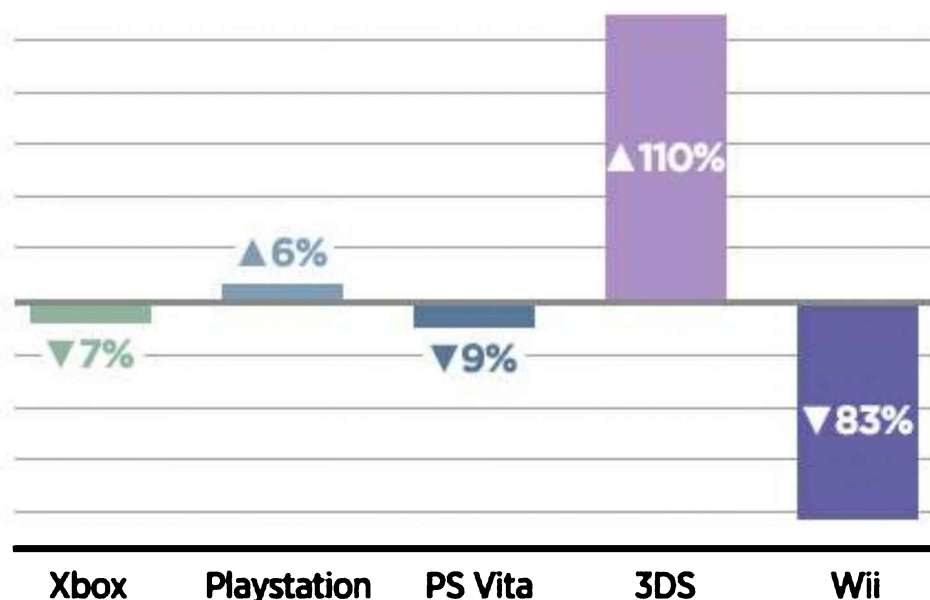
Pornhub's development team works tirelessly to make sure that users can enjoy their experience on a wide variety of devices, and that includes visiting Pornhub on game consoles. What could be better than taking a break from playing games to play with yourself? And you don't even have to leave your seat. Xbox's share of console traffic dropped by 6% since 2016, while Playstation gained once again to now represent 56% of gamers watching porn. Nintendo's portable 3DS had a large increase in market share but still only makes up 1% of game device traffic.



## Traffic by Game Console



## Change in Traffic Share from 2016 to 2017



PORNHUB.COM/INSIGHTS

Nintendo's original Wii had a large decrease, while the updated WiiU now accounts for 5% of console visits. Nintendo's newest Switch doesn't yet have a browser, although it's rumored that one will be implemented sometime in 2018 — at which time you can be sure Pornhub's development team will work to ensure full support.



To coincide with International Women's Day in March, Pornhub Insights provided a detailed study on Women and Technology detailing how our female visitors differ from men when it comes to the devices, browsers and operating systems they use.

## WHO TURNED US ON IN 2017

You searched for them on Pornhub and we researched why! Here is our list of the most searched for celebrities of 2017. Beginning with Kim K on October 21<sup>st</sup>, her 37<sup>th</sup> birthday, she received the most searches on our celebrity list, confirming everyone loves her birthday suit with 22,744,478 searches totaling up to a 654% increase from her regular searches per day! This was also the day she famously proclaimed: "Feeling like I found the meaning of life, finally!"

Selena Gomez was the second most searched for celebrity on Pornhub this year, with a notable spike on March 19<sup>th</sup>, which was the same day The Weeknd posted a video of her on his Instagram Story during a visit to the aquarium, which much of the world took an official confirmation of their relationship status. Selena's current beau the Biebz got searches soaring on Pornhub with an increase of 162% on August 9<sup>th</sup>, which was the day he cancelled the rest of his 'Purpose' tour.

'Lena the Plug' received the third highest increase in searches per day on December 11<sup>th</sup>, when she posted a video titled "Q&A (confidence, being a YouTuber, relationship advice...)" which received 86,562 views on YouTube and resulted in 9,898,921 on our site (a 293% increase from her regular searches). In 2017 Lena gave her first hand job, and in 2018 she will do her first poetry reading!



## The Most Searched for Celebrities of 2017

	2017 Searches	Peak Increase
<b>Kim Kardashian</b> - Reality TV / Pornstar .....	22,744,478	▲ 654% Oct. 21

<b>Selena Gomez</b> - Singer / Songwriter .....	10,441,483	▲169%	Mar. 19
<b>Lena the plug</b> - Social Media / YouTuber .....	9,898,921	▲293%	11-Dec
<b>SSSniperwolf</b> - YouTuber / Gamer .....	5,607,073	▲3108%	31-Jul
<b>Gal Gadot</b> - Actress / Wonder Woman .....	4,688,940	▲1154%	15-Dec
<b>Bella Thorne</b> - Actress / Singer .....	3,996,319	▲3828%	23-Jul
<b>Kylie Jenner</b> - Reality TV / Kardashian .....	3,959,834	▲378%	13-Jul
<b>Celestia Vega</b> - YouTuber / Gamer .....	2,679,118	▲563%	17-Aug
<b>Emily Ratajkowski</b> - Actress / Model .....	2,367,490	▲208%	3-Jul
<b>Taylor Swift</b> - Singer / Songwriter .....	2,107,551	▲1303%	13-Sep
<b>Cardi B</b> - Social Media / Hip Hop Artist .....	1,873,705	▲654%	19-Dec
<b>Justin Bieber</b> - Singer / Songwriter .....	1,800,027	▲162%	29-Aug
<b>Beyonce</b> - Singer / Songwriter .....	1,612,480	▲83%	2-Feb
<b>Meghan Markle</b> - Actress / Future Princess .....	1,322,982	▲5908%	29-Nov
<b>Ivanka Trump</b> - First Daughter .....	1,103,086	▲1704%	30-Nov
<b>Melania Trump</b> - Model / First Lady .....	1,049,472	▲1177%	21-Jan
<b>Khloe Kardashian</b> - Reality TV / Kardashian .....	1,006,449	▲217%	8-Jul
<b>Tana Mongeau</b> - YouTuber .....	969,138	▲6509%	17-Mar
<b>Kendall Jenner</b> - Reality TV / Kardashian .....	816,042	▲192%	2-May
<b>Hugh Hefner</b> - Publisher / Iconic Playboy .....	700,830	▲7477%	30-Sep
<b>Kourtney Kardashian</b> - Reality TV / Kardashian ...	573,596	▲809%	26-Apr
<b>Donald Trump</b> - Social Media / U.S. President .....	424,930	▲787%	20-Feb
<b>Serena Williams</b> - Tennis Player .....	418,251	▲739%	28-Jan
<b>Avril Lavigne</b> - Singer / Songwriter .....	399,896	▲670%	8-Aug
<b>Charlotte Mckinney</b> - Model / Actress .....	362,386	▲339%	30-May
<b>Pewdiepie</b> - YouTuber / Gamer .....	271,934	▲223%	27-May
<b>Cristiano Ronaldo</b> - Footballer .....	219,918	▲251%	4-Jun
<b>Pornhub Aria</b> - Social Media Personality .....	177,833	▲1154%	14-Feb
<b>Shawn Mendes</b> - Singer / Songwriter .....	95,377	▲1342%	28-Jul
<b>Harry styles</b> - Singer / Songwriter .....	48,559	▲1569%	26-Jun
<b>Kathy Griffin</b> - Actress / Comedian .....	45,669	▲8580%	31-May



Searches for our very own, Pornhub Aria (social media royalty) increased by a whopping 1154% on Valentine's Day, thanks to her super sexy pics promoting our annual Free Premium giveaway on the holiday. Searches for soon to be 'Princess' Meghan Markle (actor) shot up by 5908% on November 29<sup>th</sup>, the day Prince Harry and Meghan announced their engagement. Cardi B (Hip Hop Artist), Serena Williams (Tennis Player), Bella Thorne (actor/singer) and last but not least Beyonce, all had some big surges in searches as well, the latter's occurring primarily on the day she announced on Instagram that she was having twins. It really is all fun and *games* though, with several gamers making the list (SSSniperwolf, Pewdiepie and Celestia Vega) with everyone's favorite redhead Kathy Griffin closing the list with an 8580% increase in searches the day CNN announced her termination after she posted a now infamous photograph.



## Popular Movie and Character Searches

	2017 Searches	Peak Increase
<b>Harley Quinn</b> - DC Character .....	8,329,929	▲ 70% 21-May
<b>Wonder Woman</b> - DC Character .....	6,154,017	▲ 281% 4-Jun
<b>Batman</b> - DC Character .....	3,157,620	▲ 1595% 3-Dec
<b>Avengers</b> - Marvel Super Hero Group .....	2,445,676	▲ 99% 4-May
<b>Spiderman</b> - Marvel Character .....	1,575,233	▲ 338% 10-Jul
<b>Justice League</b> - DC Super Hero Group .....	984,934	▲ 1296% 23-Nov
<b>Captain America</b> - Marvel Character .....	760,536	▲ 119% 25-Jan
<b>Superman</b> - DC Character .....	590,931	▲ 398% 17-May
<b>Deadpool</b> - Marvel Character .....	513,169	▲ 51% 3-Dec
<b>Rey</b> - Star Wars Character .....	337,705	▲ 736% 15-Dec
<b>Joker</b> - DC Character .....	200,356	▲ 89% 7-Jan
<b>Guardians of the Galaxy</b> - Marvel Group .....	137,566	▲ 953% 7-May
<b>Thor</b> - Marvel Character .....	121,133	▲ 1206% 6-Nov

This year's list of popular movie character searches displays an ongoing rivalry between Marvel Superheroes vs. DC Characters and then of course Rey (portrayed by Daisy Ridley) from Star Wars, who was also on last year's list, returns again this year with a bang when the 'The Last Jedi' opened in theaters with a 736% bump up in searches. Harley Quinn (Suicide Squad) holds it down with the search volume increase with over 8 million searches, on May 21<sup>st</sup>, perhaps due to the release of the new 'Harley Quinn' 26-episode animated series. It is no wonder that Wonder Woman searches shot up by 281% on the film's premiere date landing her with the second highest number of searches on this list for 2017. Batman got bumped down to third position from last year but holds on to a superhero's share of searches, with a 1595% boost.

## **PLAYING WITH YOURSELF**

Some games will never be played out; this year's list looks a lot like last year's list, but in a very different order. Overwatch and seemingly all of its characters have teamed up to completely dominate the searches in this department. So it's no surprise that the top three most searched are all from Overwatch, with D.Va), Mercy and Tracer come in at first, second and third place respectively. Misty (formerly traveling partner of Ash) from Pokemon made it to fourth place with a 120% boost. Lara Croft, from Tomb Raider will likely never not be on the game character top searches list, though the day PlayStation Portable released 'Tomb Raider: Legend' people raided the internet in search of her name, resulting in a 61% bump up in searches. In order to not create any kind of mortal enemies, it's worth mentioning Mileena (from Mortal Kombat) came in fourth place, with a 997% boost!



## Game Character Searches

	2017 Searches	Peak Increase
<b>D. Va</b> - Overwatch .....	3,941,700	▲ 536% 12-Mar
<b>Mercy</b> - Overwatch .....	2,784,909	▲ 96% 15-Oct
<b>Tracer</b> - Overwatch .....	2,652,234	▲ 220% 11-Jan
<b>Misty</b> - Pokemon .....	2,600,507	▲ 120% 16-Aug
<b>Lara Croft</b> - Tomb Raider .....	2,234,091	▲ 61% 8-Jan
<b>Zelda</b> - Legend of Zelda .....	2,102,260	▲ 129% 12-Mar
<b>Mileena</b> - Mortal Kombat .....	1,615,827	▲ 997% 28-Apr
<b>Widowmaker</b> - Overwatch .....	1,442,063	▲ 231% 9-Aug
<b>Dawn</b> - Pokemon .....	1,152,905	▲ 668% 16-Apr
<b>Ash</b> - Pokemon .....	902,881	▲ 98% 20-Jan
<b>Sombra</b> - Overwatch .....	876,712	▲ 179% 9-Aug
<b>Serena</b> - Pokemon .....	817,621	▲ 440% 12-Sep
<b>Gardevoir</b> - Pokemon .....	355,335	▲ 159% 20-Jun
<b>Kitana</b> - Mortal Kombat .....	339,088	▲ 214% 27-Sep
<b>Pharah</b> - Overwatch .....	321,345	▲ 76% 27-Aug
<b>Pikachu</b> - Pokemon .....	221,607	▲ 69% 7-Jan

PORNHUB.COM/INSIGHTS

## PORNHUB INTERRUPTED

Just like you knew we would! Here we are examining how the various holidays, sporting events and entertainment events have affected traffic to the site worldwide. New Year, same us (for the most part).

## TUNE IN AND TUNE OUT

This year's major television events and live broadcasts have once again had an impact on traffic to the site. The American Music Awards, which has managed to take the number one spot with a 6% decrease in traffic

knocked the Golden Globes down several spots on the list. The Academy Awards remain to have the second largest effect on site traffic this year, with a one percent increase from last. The Golden Globes (-4%) and The Grammy Awards (-4%) had the same impact on site traffic in 2017.

If you were wondering how the Great British Bake Off finale impacted people getting off on Pornhub this year, the answer is traffic declined by 3% in the UK. The German show Tatort's 'Hardcore' episode (a television series that has been running since 1970!) caused the biggest blow to site traffic, dropping by 15% in Germany. The Late Late Toy Show, unwrapped on December 1<sup>st</sup> in Ireland, making for a 12% dip in traffic to the site. The Big Bang Theory premier caused a pause in all the other banging, dropping traffic down by 5%. During Apple's Live iPhone X Event, traffic from Apple-based mobile devices dropped by 12%.



## TV and Live Broadcast Traffic Changes



19-Nov	American Music Awards	▼6%	United States
26-Feb	Academy Awards	▼5%	United States
8-Jan	Golden Globes	▼4%	United States
12-Feb	Grammy Awards	▼4%	United States
17-Sep	Emmy Awards	▼3%	United States
8-Nov	Country Music Awards	▼3%	United States
27-Aug	Video Music Awards	▼3%	United States



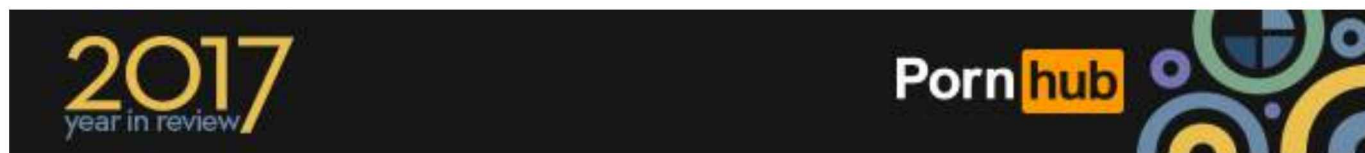
8-Oct	Tatort 'Hardcore' Episode	▼15%	Germany
1-Dec	The Late Late Toy Show	▼12%	Ireland
12-Sep	iPhone X Live Event	▼12%	World iOS Traffic
13-May	Eurovision Song Contest Finale	▼10%	Europe
16-Dec	Strictly Come Dancing Finale	▼8%	United Kingdom
7-Apr	Walking Dead Season 7 Finale	▼6%	United States
22-Oct	Walking Dead Season 8 Premiere	▼5%	United States
25-Sep	Big Bang Theory Premiere	▼5%	United States
16-Jul	Game of Thrones Premiere	▼4%	United States
27-Aug	Game of Thrones Finale	▼4%	United States
31-Oct	Great British Bake Off	▼3%	United Kingdom
9-Sep	Miss Italy Competition Finale	▼3%	Italy
26-Sep	The Voice Season 13 Premiere	▼3%	United States

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## LIVE SPORTING EVENTS

Many of Pornhub's biggest traffic drops happen during live sporting events. Football fans seem to be the most dedicated to their sport, with traffic across the United States dropping by 24% during the Super Bowl.

The largest drops typically happen in cities that are home to the playing teams. For example, traffic in Boston dropped by 36% during game-time, as fans watched the Patriots run to victory over the Falcons. To see how game-time traffic changes by hour, you can check out our complete Super Bowl 51 Insights. We also recorded major traffic changes during the NBA Finals , NHL and MBL World Series throughout 2017.



## U.S. Live Sporting Event Traffic Changes

### NFL Super Bowl

New England Patriots vs Atlanta Falcons



<b>Feb. 15</b>	United States	▼ <b>24%</b>
	Massachusetts	▼ <b>36%</b> Winning City
	Atlanta	▼ <b>27%</b> Losing City
	Texas	▼ <b>21%</b> Host City

### College Football Championship

Clemson Tigers vs Alabama Crimson Tide



<b>Jan. 9</b>	United States	▲ <b>1%</b>
	Alabama	▼ <b>9%</b> Winning City
	South Carolina	▼ <b>10%</b> Losing City

### NBA Finals Game 5

Cleveland Cavaliers vs Golden State Warriors



<b>June 6</b>	United States	▼ <b>6%</b>
	Cleveland	▼ <b>10%</b> Losing City
	San Francisco Bay Area	▼ <b>11%</b> Winning City

### College Basketball Championship

Gonzago Bulldogs vs N.C. Tar Heels



<b>April 3</b>	United States	▼ <b>3%</b>
	Washington	▼ <b>11%</b> Losing City
	North Carolina	▼ <b>9%</b> Winning City

## NHL Finals Game 6

Pittsburg Penguins vs Nashville Predators



**June 11** United States  
Pittsburgh  
Nashville

▼ 3%

▼ 18% Winning City

▼ 10% Losing City

## MLB World Series

Houston Astros vs L.A. Dodgers



**Nov. 1** United States  
Houston  
Los Angeles

▼ 3%

▼ 9% Winning City

▼ 6% Losing City

% change in game-time traffic compared to an average day

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

As much as Americans love their football, Europeans will also stop visiting Pornhub when their round balls hit the field. During the UEFA Champions League final, traffic from winning nation Spain dropped by 18% during the match, compared to a 14% drop in opposing Italy. Across the rest of Europe we also found significant traffic drops. During the African Cup of Nations Final, traffic from Cameroon dropped by nearly half as fans tuned into to see their nation's team win.



## Live Sporting Event Traffic Changes

### UEFA Champions League Final

Juventus vs Real Madrid



**June 3** Spain  
Italy  
Finland  
Romania  
Portugal  
Greece  
Hungary

▼ 18% Winning Nation

▼ 14% Losing Nation

▼ 12%

▼ 11%

▼ 10%

▼ 9%

▼ 8%

## African Cup of Nations Final

Egypt vs Cameroon



Feb. 5 Cameroon

Egypt

Gabon

▼46% Winning Nation

▼12% Losing Nation

▼17% Hosting Nation

## Boxing: Floyd Mayweather vs. Connor McGregor



Aug. 26 World

United States

Ireland

▼12%

▼21% Mayweather (win)

▼11% Home of McGregor

## Wimbledon Men's Final

Roger Federer vs Marin Čilić



July 16 Switzerland

Croatia

United Kingdom

▼16% Home of Federer (win)

▼4% Home of Čilić

▼1% Hosting Nation

## French Open Women's Final

Jelena Ostapenko  
vs Simona Halep

June 10 Latvia

Romania

France

▼6% Ostapenko (win)

▼4% Home of Halep

▼4% Hosting Nation

## Nascar: Daytona 500

Winner Kurt Busch



Feb. 26 United States

Florida

▼7%

▼3% Hosting State

% change in game-time traffic compared to an average day

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

It's not only national sports teams that cause major traffic drops. One-on-one sports like the Mayweather vs McGregor match caused a 21% drop across the United States, and 11% reduction in McGregor's home turf of



Ireland even during the wee-hours when it aired live. Tennis fans tuned out of Pornhub to watch the Wimbledon and French Open Finals, and 7% less racing fans in the U.S. visited Pornhub during the Daytona 500.

It's not only televised events that make a noticeable change in Pornhub's traffic and search habits. Music festivals like Italy's Sanremo, Coachella and Burning man were all covered in detail on Insights, along with 2017's Comic Con in San Diego.

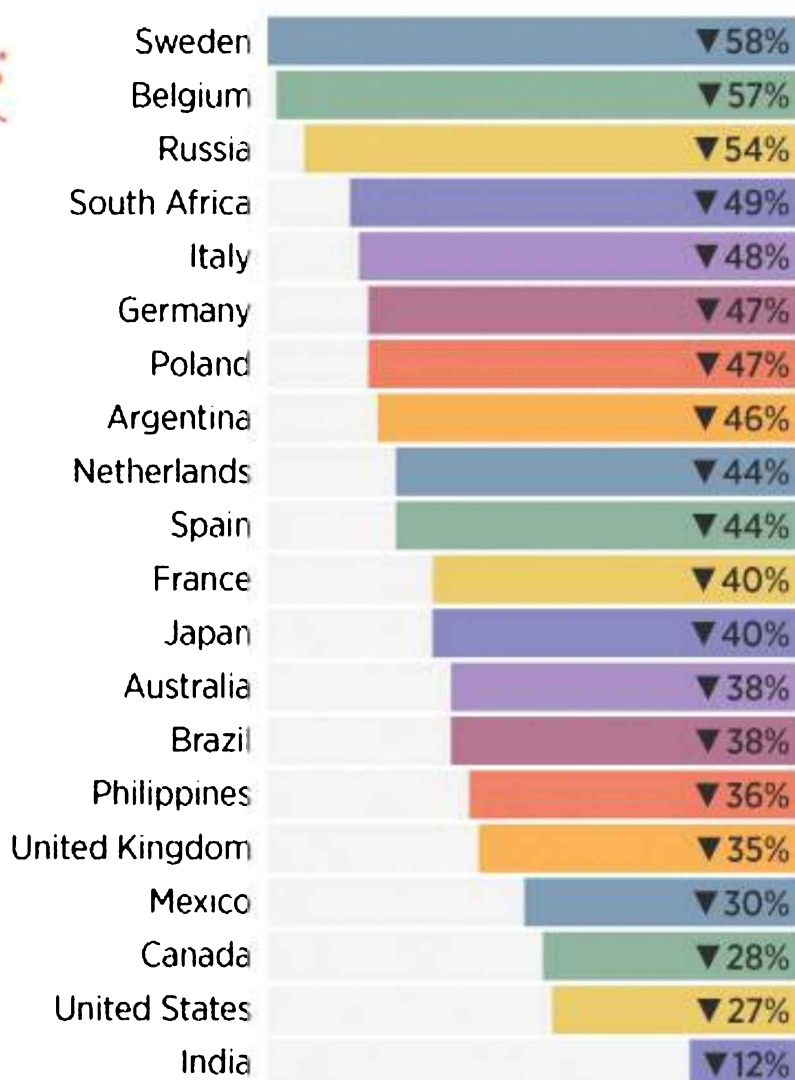
## **HOLIDAYS**

Some things never change, and that includes the fact that traffic to the site always slows down on December 31st. In 2017, between 6pm and midnight (to be exact) people were watching way less porn than they regularly do. As is tradition, the traffic dropped lower than any other day of the year (by 37%) which was actually 7% less than on December 31st, 2016.

Once again, Sweden was busier than any other country on New Year's Eve, with their traffic dropping by 72%. The United States (-27%) and India (-12%) were still getting busy on Pornhub with as the New Year rang in, with the lowest dips in traffic worldwide on the holiday.



## New Years Eve Traffic Changes



▼ **37%**

**Average Traffic Drop Worldwide on New Years Eve**  
(6pm to Midnight)

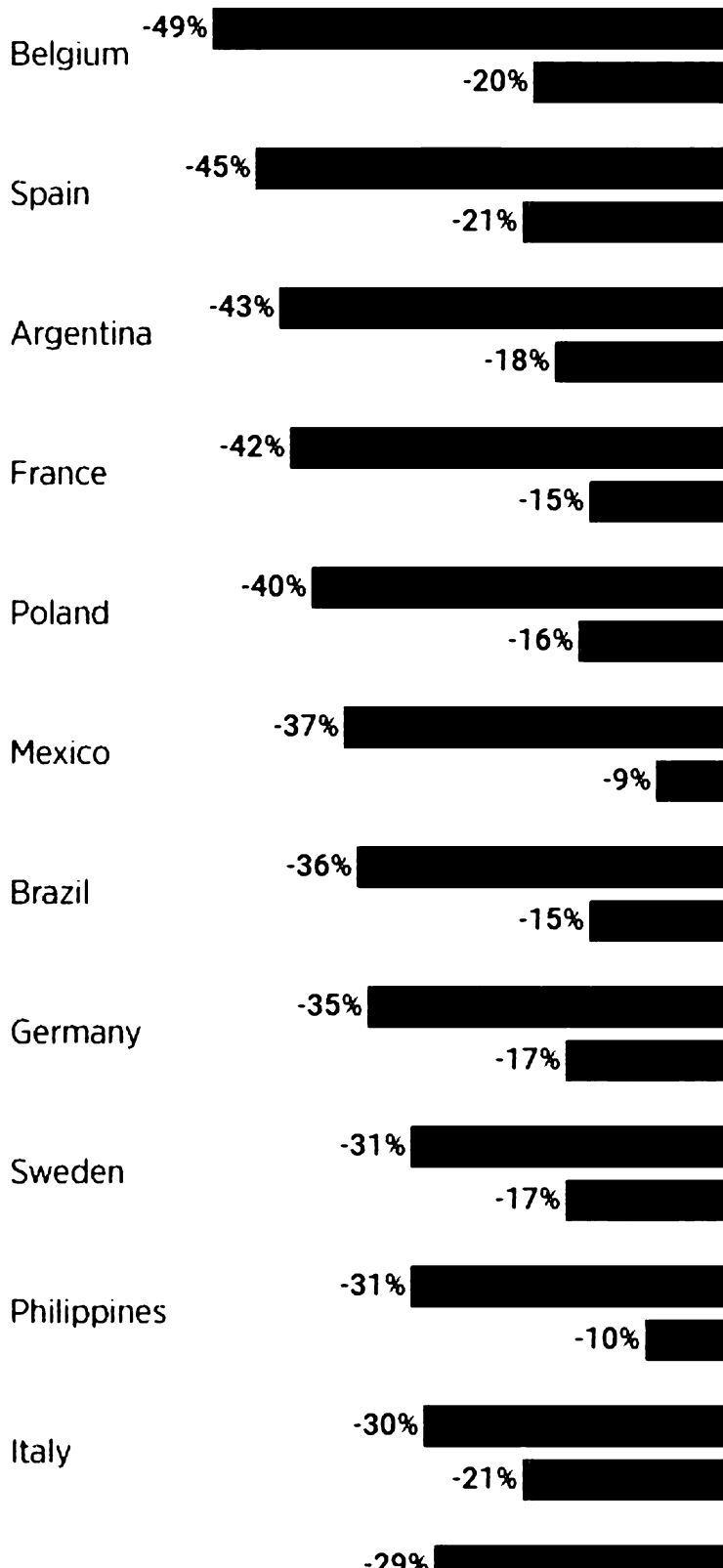
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Christmas Eve's 2017 traffic to the site worldwide dropped by 29%, but on Christmas Day it only dropped by 18%. Unlike with last year's numbers, two countries seem to have an almost even amount of traffic decline on both Christmas Eve and Christmas Day. The United States (-21% on both days) and Canada (-29% on Christmas day and -26 on Christmas Eve) perhaps fulfilling their New Year's resolutions from last year. Mexico is a good example of where the difference in dates is extremely significant, Christmas Eve traffic drops by 37% and then on Christmas day there is only a minor drop of 9%. It just goes to show, people love treating themselves on Christmas Day, worldwide the numbers prove it. Australia

(-27%) and The United Kingdom (-27%) tie for having the highest decline on Christmas day, which tells us they didn't get what they asked for this year.



## Christmas Holiday Traffic Changes



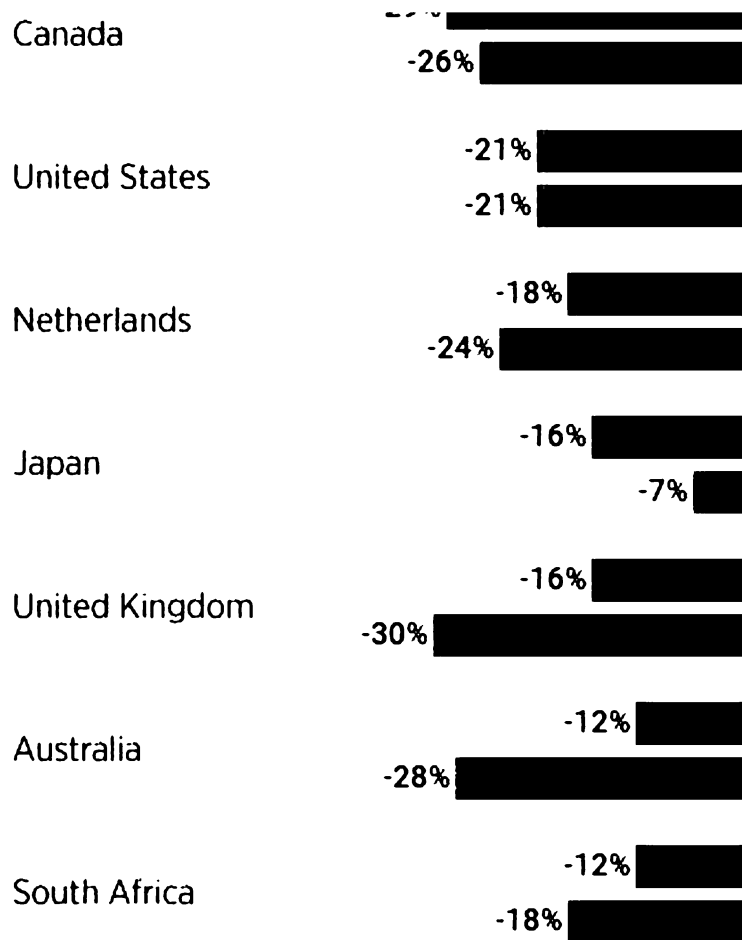
Christmas Eve ●  
Christmas Day ●

▼ **29%**

**Average Traffic Drop Worldwide on Christmas Eve**  
(6pm to Midnight)

▼ **18%**

**Average Traffic Drop Worldwide on Christmas Day**

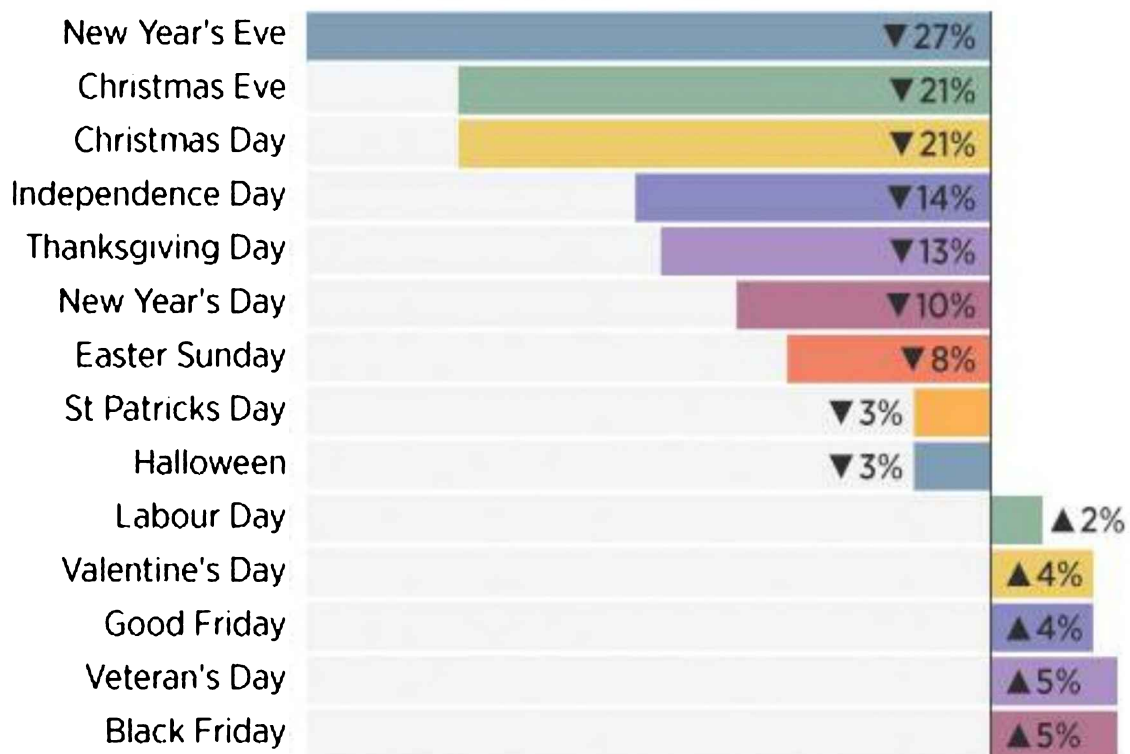


PORNHUB.COM/INSIGHTS

The United States holiday traffic chart below shows that when there's no work, there is a little bit more time for play. Labor Day increases site traffic by 2%, but the US seems to be more into loving themselves, on Valentine's Day at least, with a 4% increase of traffic on the site. While costume related searches go up, traffic drops by 3% on Halloween.



## United States Holiday Traffic

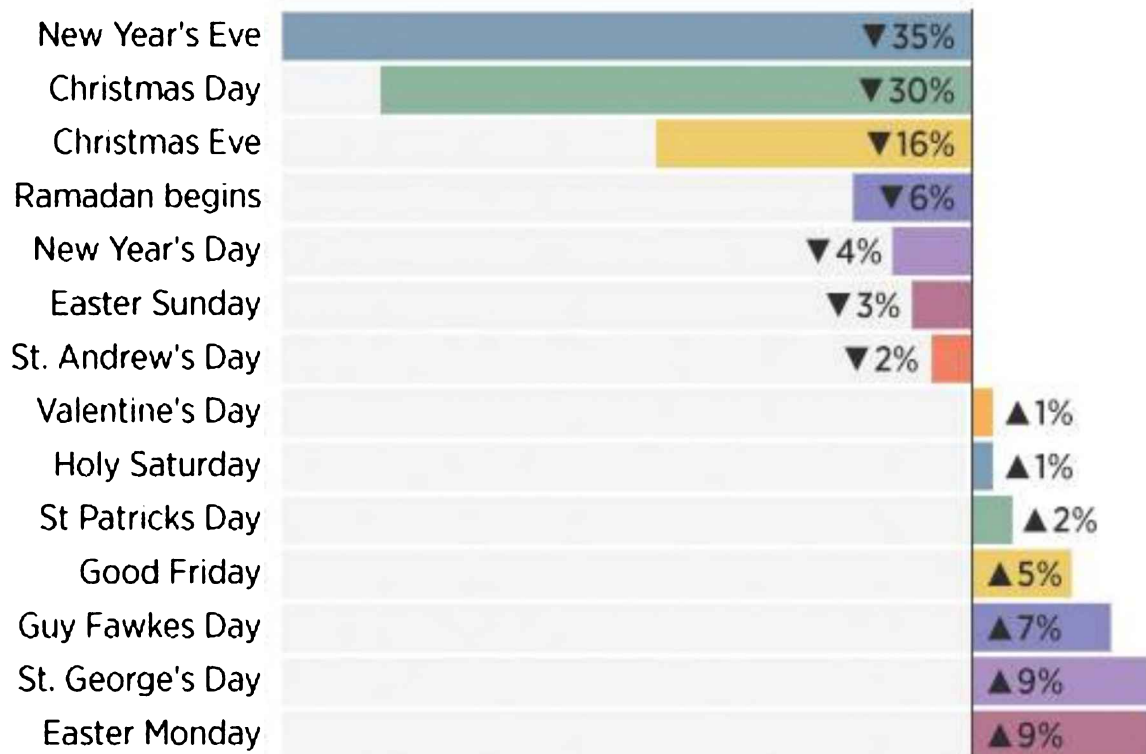


[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Below we're able to see how holidays over in the UK affects their screen time. The sparks are flying on 'Guy Fawkes Day' aka. Bonfire Night aka. Firework Night, with an increase of 7% in traffic to the site. There also appears to be a bit of a hole in one situation, where 'Holy Saturday' sees an increase of 1%.



## United Kingdom Holiday Traffic

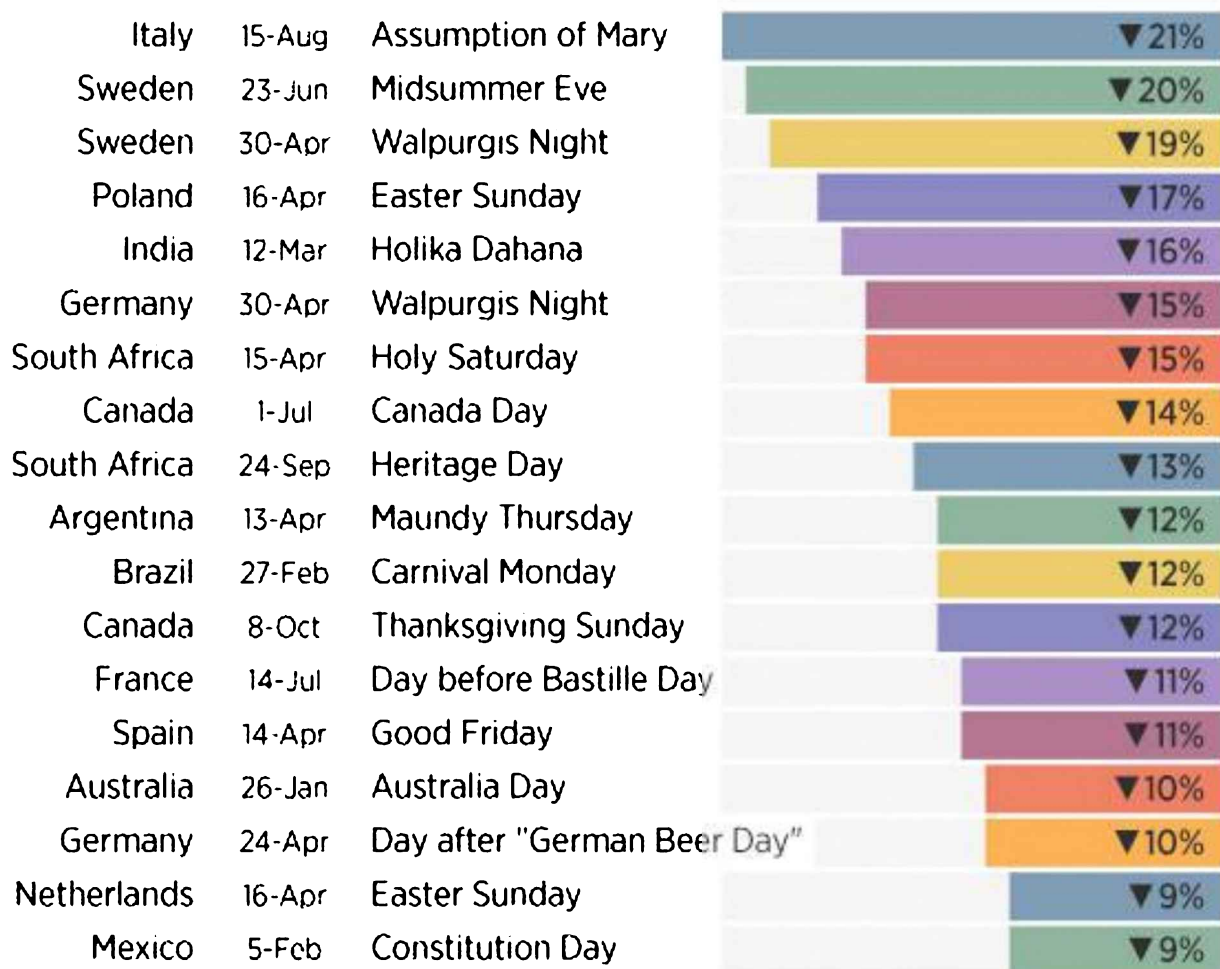


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One of the main takeaways from the Worldwide Holiday traffic changes is the decline in traffic by 10% in Germany the day after 'German Beer Day' – we feel hungover just reading about the decline. We are also going to assume that the 'Assumption of Mary' is an important day for Italy, seeing how traffic drops by 21%...which is also the biggest decline in traffic for any holiday worldwide that we have observed.



## Worldwide Holiday Traffic Changes

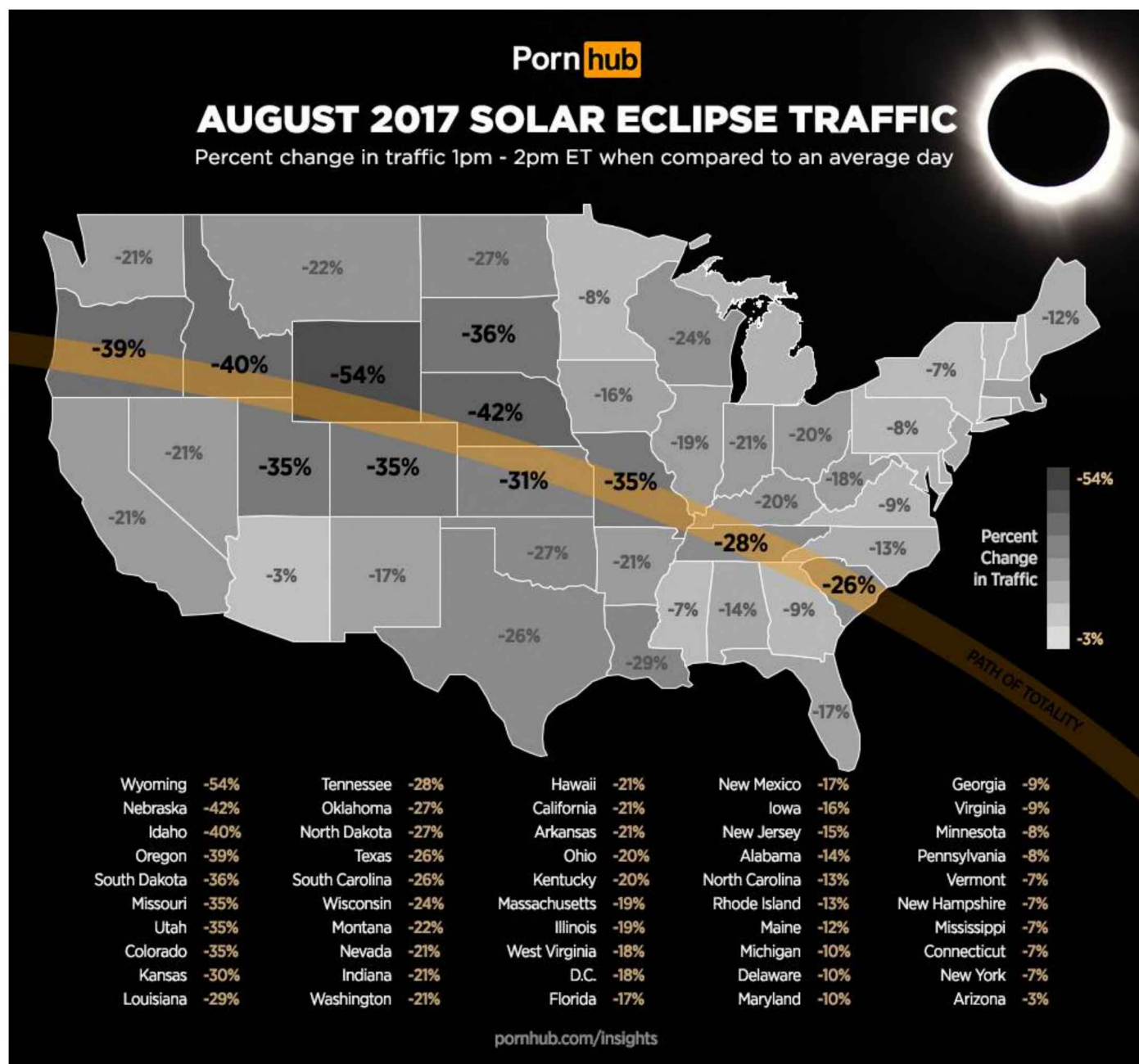


PORNHUB.COM/INSIGHTS

Earlier in 2017, Insights provided a more detailed look at the differences between the Carnival and Mardi Gras festivals in both New Orleans and Brazil.

While holidays typically come around once a year, some events only happen once in a century. When the Solar Eclipse crossed over the United States on August 21st, our statisticians found significant traffic drops especially in states along the path of totality.





This concludes Pornhub's 2017 Year in Review! It is, however, just the beginning for our Insights posts with the newest stats and changes in viewership coming at you right here, throughout 2018. Happy New Year!

## Updates! More Great Data for 2017

2017 was a BIG year, so we'll be periodically adding more updates below as we receive requests from the media and feedback from our visitors.

### CYPRUS

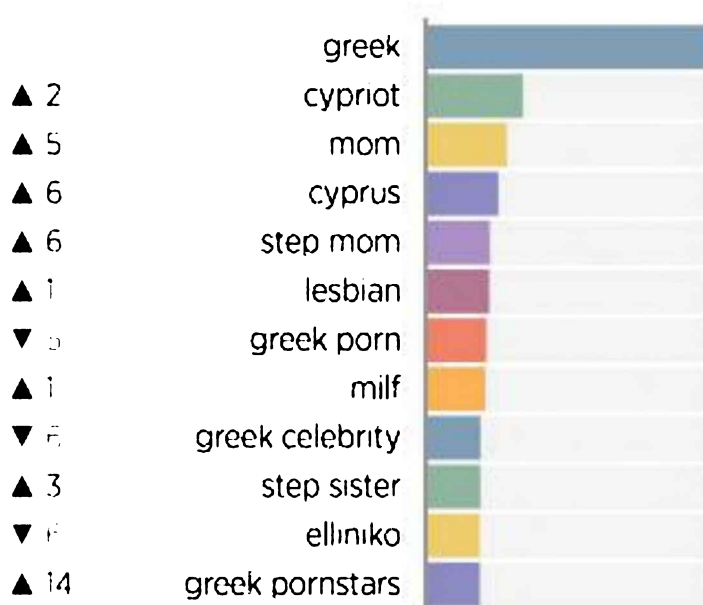
Cypriots spend 17 seconds longer on Pornhub than the average visitor worldwide, and have a much higher percentage of female visitors at 30%. Although they only rank 159th worldwide for population, they turn in a

respectable rank of 83rd for traffic to Pornhub. While “greek” remains the most popular search, we recorded growth in the popularity of both “VR” and “hentai” searches in 2017.



## CYPRUS

### Top Searches of 2017



### Top Trending Searches

VR	▲ 635%
hentai	▲ 575%
greek pornstars	▲ 242%
massage	▲ 186%
amateur cypriot	▲ 175%
turkish	▲ 167%

### Most Searched People

- 1 amanda cerny
- 2 mia khalifa
- 3 kim kardashian
- 4 nicole aniston
- 3 brandi love

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Mature
- 5 Threesome

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 38% Bisexual
- 2 ▲ 36% Double Penetration
- 3 ▲ 33% Old/Young
- 4 ▲ 29% Transgender
- 5 ▲ 28% Babysitter

Worldwide Rank

**83rd**

Average Visit Duration

**10 Minutes 16 Seconds**

Female Proportion

**30%**

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## SWITZERLAND

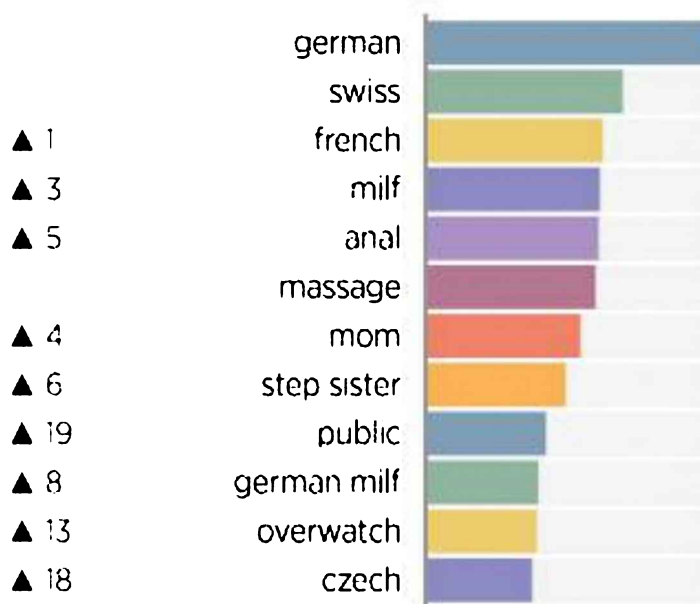
Visitors from Switzerland spend an average of 9 minutes 37 seconds on

Pornhub, just about matching their German and Italian neighbors, but falling short of France. The number one search in Switzerland is “german”, followed by “swiss” and then “france”. Searches for “czech” also climbed an impressive 18 spots in 2017. When compared to the rest of the world, Switzerland’s visitors are 95% more likely to view the Bondage category, and 87% more interested in Fetish. Searches for “porn for women” followed the worldwide trend in 2017 and gained an impressive 1493% in popularity.



## SWITZERLAND

### Top Searches of 2017



### Top Trending Searches

porn for women	▲ 1493%
cheerleader	▲ 567%
big boobs	▲ 305%
maman fancaise	▲ 206%
uncensored hentai	▲ 201%
giantess	▲ 176%

### Most Searched People

- 1 lucy cat
- 2 mia khalifa
- 3 nicole aniston
- 4 kim kardashian
- 3 mia malkova

### Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Mature
- 4 MILF
- 5 Babe

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 95% Bondage
- 2 ▲ 87% Fetish
- 3 ▲ 79% Orgy
- 4 ▲ 59% Female Friendly
- 5 ▲ 53% Babe

Worldwide Rank

**26th**

Average Visit Duration

**9 Minutes 37 Seconds**

Female Proportion

**25%**

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## UKRAINE

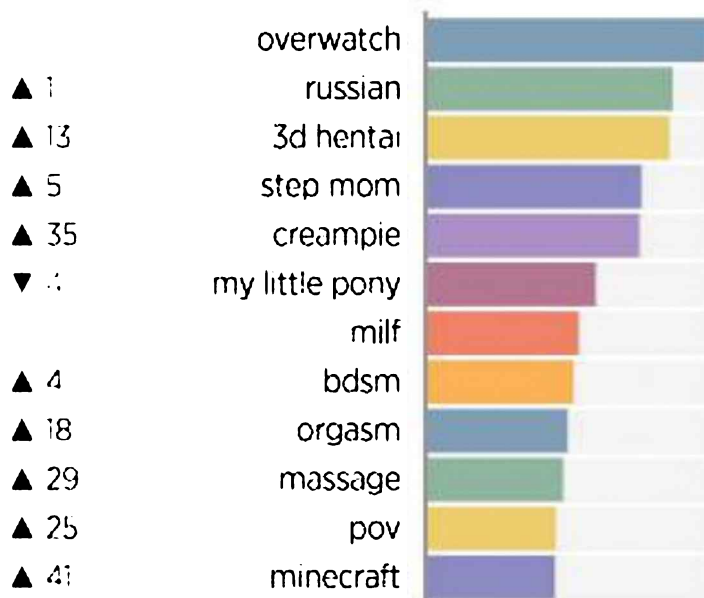
The Ukraine ranks 27th for traffic to Pornhub, and visitors spend on average 9 minutes 54 seconds each time they visit. At 20% the proportion of female visitors falls short of the world average of 26%. The number one search remains “overwatch” for the second year in a row, while “russian” has moved into the number two search position. Searches for “turkish”

grew by over 1300% in 2017, along with increases for “furry” and “asmr”. Pornhub visitors from Ukraine are 114% more likely to view the Fisting category when compared to the rest of the world.



## UKRAINE

### Top Searches of 2017



### Top Trending Searches

turkish	▲ 1367%
furry	▲ 479%
asmr	▲ 445%
3d monster	▲ 361%
anime	▲ 210%
japanese	▲ 174%

### Most Searched People

- 1 sasha grey
- 2 elsa jean
- 3 peta jensen
- 4 lola taylor
- 3 iana rhoades

### Top 5 Categories

- 1 Anal
- 2 Hentai
- 3 MILF
- 4 Mature
- 5 Lesbian

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 114% Fisting
- 2 ▲ 67% Double Penetration
- 3 ▲ 50% Orgy
- 4 ▲ 48% Gangbang
- 5 ▲ 43% Cartoon

Worldwide Rank

**27th**

Average Visit Duration

**9 Minutes 54 Seconds**

Female Proportion

**20%**

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

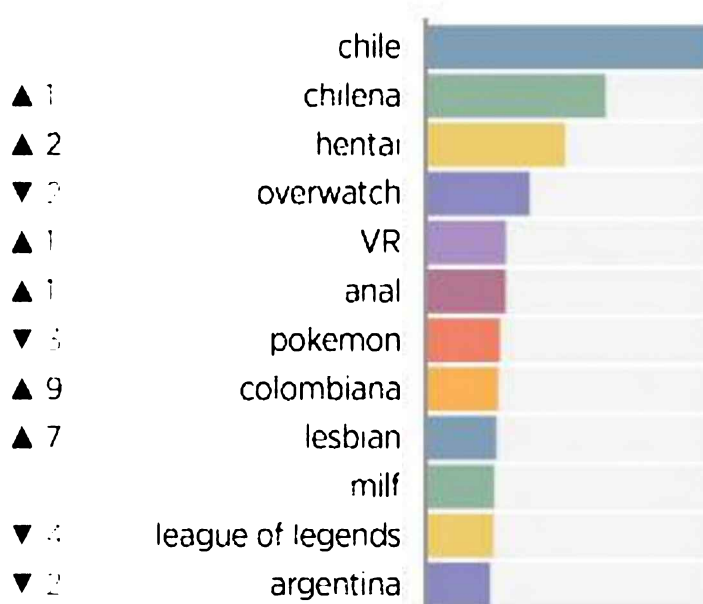
## CHILE

Things really heated up in Chile in 2017, where searches for “cheerleader”

grew by an impressive 1023%. Hentai remains Chile's most viewed category, and is viewed 67% more often when compared to the rest of the world. Visitors from Chile spend about 40 seconds less time on Pornhub than the worldwide average, and 24% of traffic is identified as female.



### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 1023%
sexo en espanol	▲ 524%
hentai espanol	▲ 281%
anal chilena	▲ 181%
big ass	▲ 124%
colombiana	▲ 78%

### Most Searched People

- 1 alexis texas
- 2 mia khalifa
- 3 esperanza gomez
- 4 jordi el nino polla
- 3 dillion harper

### Top 5 Categories

- 1 Hentai
- 2 Anal
- 3 Lesbian
- 4 MILF
- 5 Mature

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 67% Hentai
- 2 ▲ 60% Anal
- 3 ▲ 33% Latina
- 4 ▲ 28% Outdoor
- 5 ▲ 22% Cartoon

Worldwide Rank

**39th**

Average Visit Duration

**9 Minutes 20 Seconds**

Female Proportion

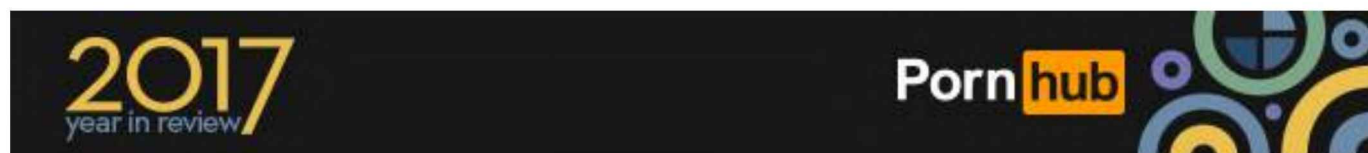
**24%**

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

**COSTA RICA**

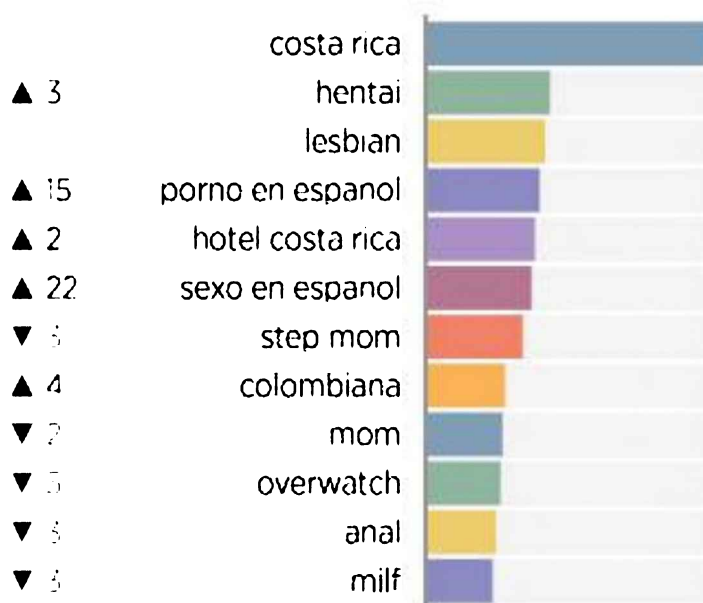


Costa Rica ranks 122nd worldwide for population, but a respectable (and sexy) 69th for traffic coming to Pornhub. Their favorite search is “costa rica”, and searches for “double penetration” widened by an impressive 1300% in 2017. Costa Rica has one of the highest proportions of female visitors at 37% compared to the worldwide average of 26%. Costa Ricans are 66% more likely to view the Parody video category than people in other countries.



## COSTA RICA

### Top Searches of 2017



### Top Trending Searches

lesbianas en espanol	▲ 1683%
double penetration	▲ 1361%
sexo en espanol	▲ 327%
uncensored hentai	▲ 263%
big ass	▲ 190%
colombiana	▲ 105%

### Most Searched People

- 1 dillion harper
- 2 mia khalifa
- 3 esperanza gomez
- 4 alexis texas
- 3 jordi el nino polla

### Top 5 Categories

- 1 Lesbian
- 2 Hentai
- 3 Threesome
- 4 Anal
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 85% Latina
- 2 ▲ 66% Parody
- 3 ▲ 38% Babysitter
- 4 ▲ 33% Hentai
- 5 ▲ 25% Transgender

Worldwide Rank

**69th**

Average Visit Duration

**9 Minutes 48 Seconds**

Female Proportion

**37%**



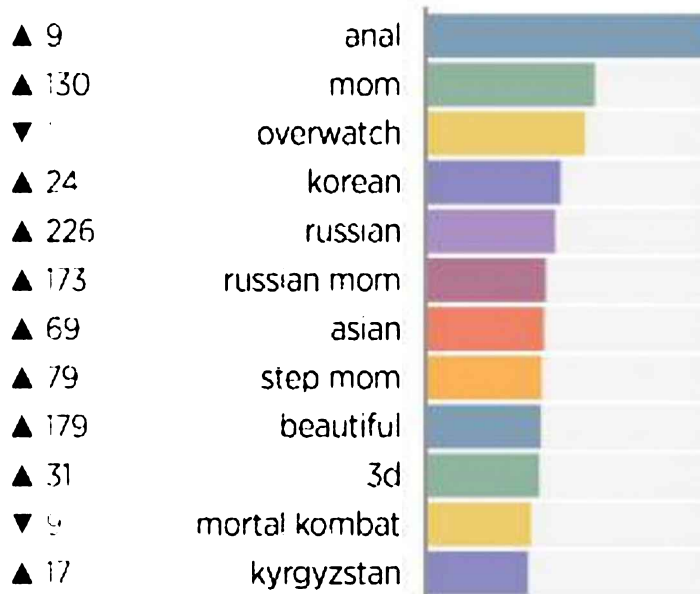
## **KYRGYZSTAN**

Visitors from Kyrgyzstan showed a lot of increased interest in “russian” and “russian mom” searches in 2017. Our statisticians also found a significant increase in the popularity of both “asian” and “korean” searches. The proportion of female visitors from Kyrgyzstan is quite high at 35% compared to the world average of 26%. Visitors are 161% more likely to view the Asian category, and 107% more interested in the Arab category.



## KYRGYZSTAN

## Top Searches of 2017



## Top Trending Searches

russian	▲ 1259%
russian mom	▲ 1108%
asian	▲ 963%
anal	▲ 840%
korean	▲ 594%
3D	▲ 583%

## Most Searched People

- 1 kendra lust
- 2 mia khalifa
- 3 sasha grey
- 4 nicole aniston
- 3 anissa kate

## Top 5 Categories

- 1 Hentai
- 2 Anal
- 3 Asian
- 4 MILF
- 5 Big Dick

## Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 161% Asian
- 2 ▲ 107% Arab
- 3 ▲ 75% Cosplay
- 4 ▲ 69% Cartoon
- 5 ▲ 60% Hentai

Worldwide Rank

132

Average Visit Duration

9 Minutes 19 Seconds

Female Proportion

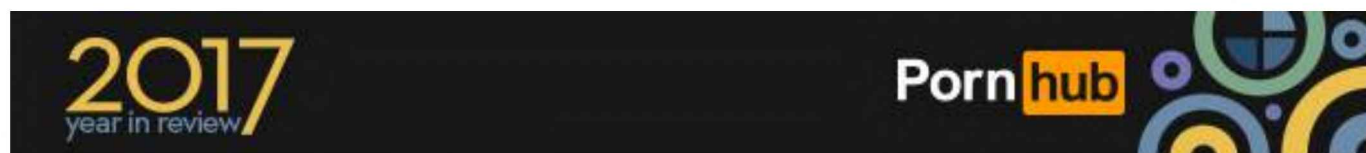
35%

PORNHUB.COM/INSIGHTS

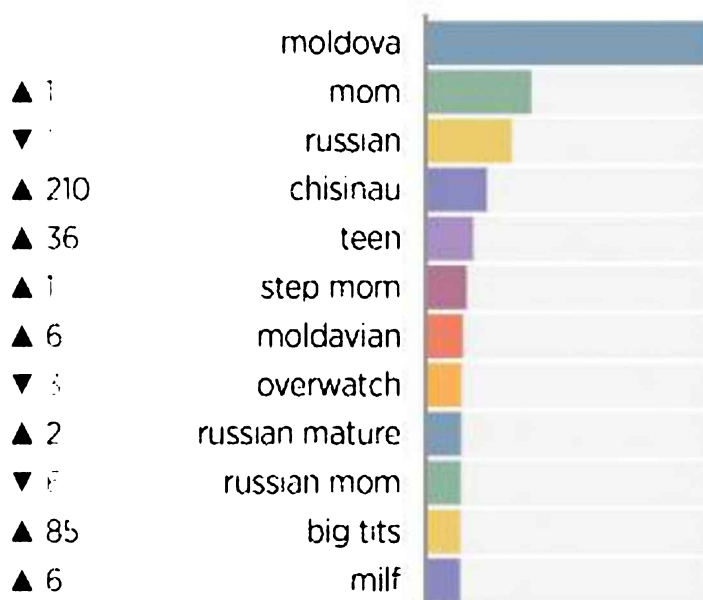
## MOLDOVA

In Moldova, searches for “big ass” made a big increase in 2017, growing by 2054% in popularity. Searches for the capital city of “chisinau” gained 210 positions to become the 4th most popular search overall. While “Anal” remains the most viewed category, visitors from Moldova are nearly double as likely to watch “Double Penetration” videos compared to visitors

elsewhere in the world. At 38%, Moldova also has one of the largest proportions of female visitors.



### Top Searches of 2017



### Top Trending Searches



### Most Searched People

- 1 lisa ann
- 2 mia khalifa
- 3 sasha grey
- 4 nicole aniston
- 3 katya sambuca

### Top 5 Categories

- 1 Anal
- 2 Mature
- 3 Hentai
- 4 Lesbian
- 5 MILF

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 94% Double Penetration
- 2 ▲ 55% Mature
- 3 ▲ 54% Anal
- 4 ▲ 52% Gangbang
- 5 ▲ 42% Orgy

Worldwide Rank

**96th**

Average Visit Duration

**8 Minutes 54 Seconds**

Female Proportion

**38%**

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

## HONG KONG

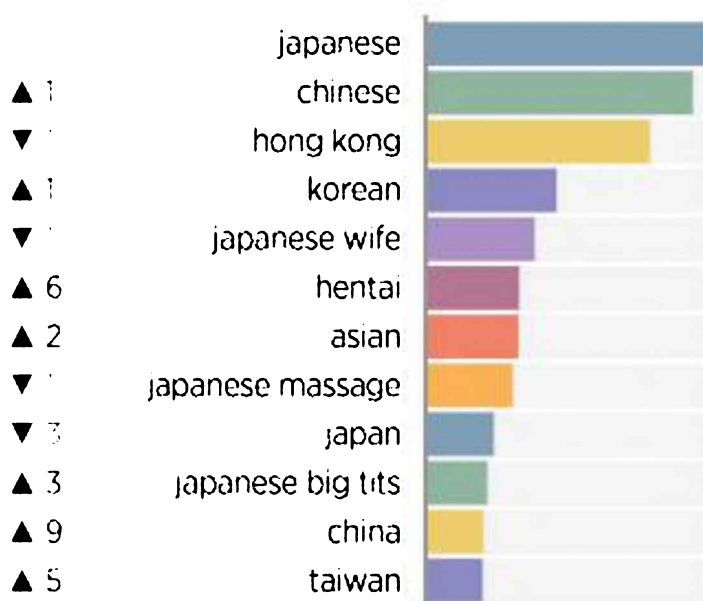
Visitors from Hong Kong are 192% more likely to watch the Asian category than elsewhere in the world. It's perhaps unsurprising then that their top

searches from 2017 are varieties of Asian nationalities including “japanese”, “chinese”, “hong kong”, “korean” and “taiwan”. The biggest gaining search of 2017 was “korean bj” by 725% over 2016. Hentai remains Hong Kong’s most viewed category, and is watched 153% more than in other parts of the world.



## HONG KONG

### Top Searches of 2017



### Top Trending Searches

korean bj	▲ 725%
wonder woman	▲ 601%
hong kong homemade	▲ 473%
chinese massage	▲ 384%
chinese model	▲ 192%
taiwan	▲ 125%

### Most Searched People

- 1 mila azul
- 2 kendra sunderland
- 3 yui hatano
- 4 julia japanese
- 3 leah gotti

### Top 5 Categories

- 1 Hentai
- 2 Asian
- 3 Big Tits
- 4 Creampie
- 5 Babe

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 192% Asian
- 2 ▲ 153% Hentai
- 3 ▲ 84% Virtual Reality
- 4 ▲ 73% Massage
- 5 ▲ 56% Creampie

Worldwide Rank

**48th**

Average Visit Duration

**11 Minutes 21 Seconds**

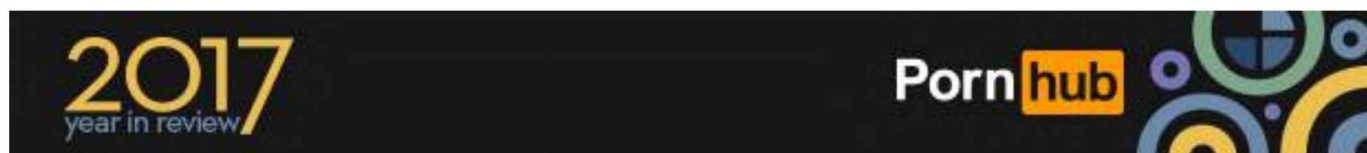
Female Proportion

**21%**

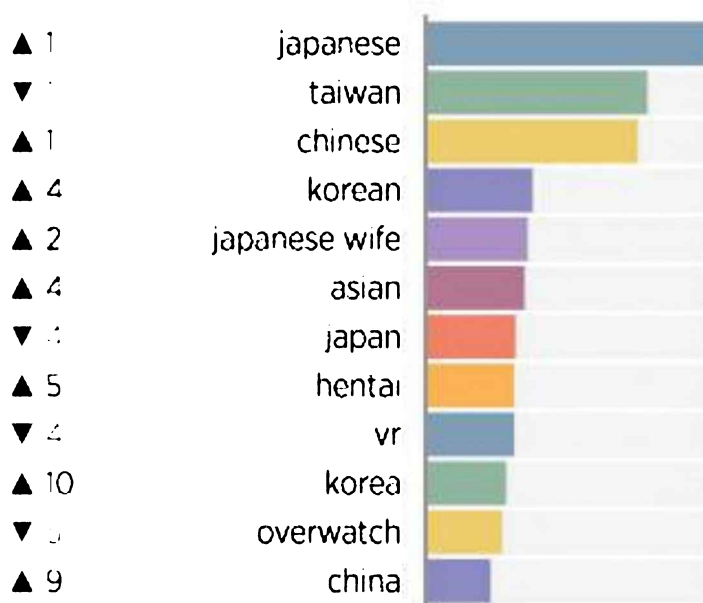
[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

**TAIWAN**

In 2017 searches for “japanese” overtook “taiwan” to become the number one Taiwanese search. The popularity of both “chinese” and “korean” searches also moved up the ranks into positions 3 and 4 of the most searched terms. Following the worldwide trend, searches for “cheerleader” grew by a massive 1297% in 2017. Visitors from Taiwan are 246% more likely to view the Asian category, and 215% more into Hentai than people in other parts of the world.



### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 1297%
big boobs	▲ 393%
chinese model	▲ 313%
korean bj	▲ 186%
japanese big tits	▲ 162%
hentai	▲ 114%

### Most Searched People

- 1 mila azul
- 2 julia japanese
- 3 yui hatano
- 4 amanda love
- 3 anri okita

### Top 5 Categories

- 1 Hentai
- 2 Asian
- 3 Cartoon
- 4 Creampie
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 246% Asian
- 2 ▲ 215% Hentai
- 3 ▲ 133% Cartoon
- 4 ▲ 110% Cosplay
- 5 ▲ 87% Creampie

Worldwide Rank

**28th**

Average Visit Duration

**10 Minutes 35 Seconds**

Female Proportion

**23%**

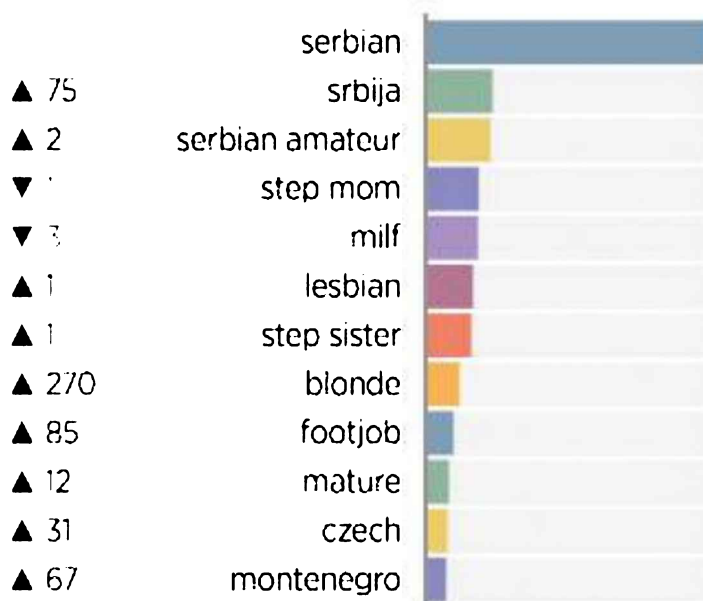
# MONTENEGRO

Montenegro's number one search in 2017 was "serbian" followed by "srbija", which increased by 949% in popularity over the last year. Serbian porn actress Anđela Mitkovski is the most searched person in Montenegro. Visitors are 113% more likely to view the Mature category compared to the rest of the world, and 73% more into Old/Young videos.



## MONTENEGRO

### Top Searches of 2017



### Top Trending Searches

srbija	▲ 949%
blonde	▲ 558%
hardcore	▲ 282%
footjob	▲ 231%
serbian	▲ 116%
domaci	▲ 103%

### Most Searched People

- 1 andjela vestica
- 2 mia khalifa
- 3 lisa ann
- 4 kendra lust
- 3 kim kardashian

### Top 5 Categories

- 1 Mature
- 2 MILF
- 3 Big Dick
- 4 Lesbian
- 5 Anal

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 113% Mature
- 2 ▲ 73% Old/Young
- 3 ▲ 55% MILF
- 4 ▲ 38% Double Penetration
- 5 ▲ 36% Hardcore

Worldwide Rank

114

Average Visit Duration

9 Minutes 21 Seconds

Female Proportion

33%

## **FINLAND**

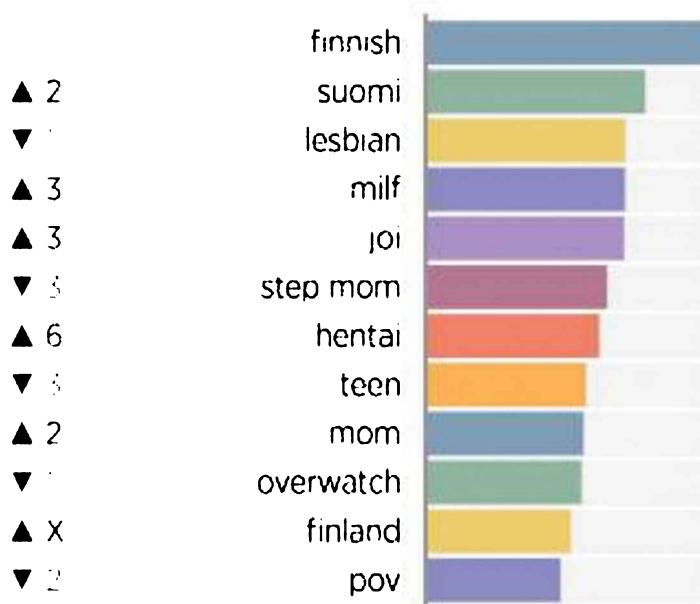
Finland ranks 38th worldwide for traffic to Pornhub, even though it only ranks 116th for world population. The most popular search remains “finnish” for the 3rd year in a row, with “suomi” moving up into second place. As with many other parts of the world, “fidget spinner” was the top trending search of 2017, followed by a 375% increase in the popularity of “finnish fitness”. Visitors from Finland are 69% more likely to view the “Bondage” category when compared to the rest of the world, and 52% more into “POV” (Point of View) videos.





## FINLAND

## Top Searches of 2017



## Top Trending Searches

fidget spinner	► <b>NEW</b>
finnish fitness	▲ 375%
asmr	▲ 199%
cheerleader	▲ 126%
finnish amateur	▲ 82%
VR	▲ 57%

## Most Searched People

- 1 lisa ann
- 2 mia khalifa
- 3 kim kardashian
- 4 brandi love
- 3 madison ivy

## Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Mature
- 5 Big Tits

## Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 69% Bondage
- 2 ▲ 56% Masturbation
- 3 ▲ 52% POV
- 4 ▲ 38% Anal
- 5 ▲ 37% Mature

Worldwide Rank

38th

Average Visit Duration

9 Minutes 44 Seconds

Female Proportion

26%

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## IRELAND

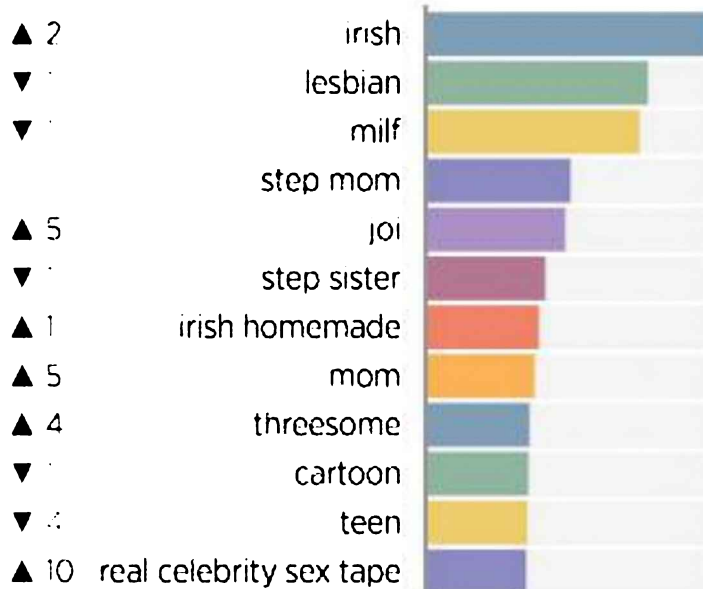
Gaining two positions, “irish” became the number one search in Ireland in 2017, causing the popularity of “lesbian” and “milf” to drop slightly. The top trending search “boxing ring girl” grew by 3668% in 2017, along with a 1231% increase in searches for “irish dublin”. Visitors from Ireland, of which 27% are female, are 65% more likely to view the “mature” category

and 54% more into “MILF”. Visitors from Ireland come and go about half a minute faster than their neighbors in the United Kingdom.



## IRELAND

### Top Searches of 2017



### Top Trending Searches

boxing ring girl	▲ 3668%
irish dublin	▲ 1231%
cheerleader	▲ 330%
irish traveller	▲ 137%
hentai	▲ 65%
real celebrity sex tape	▲ 47%

### Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 brandi love
- 3 nicole aniston

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Threesome
- 5 Anal

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 65% Mature
- 2 ▲ 54% MILF
- 3 ▲ 42% Babysitter
- 4 ▲ 34% Celebrity
- 5 ▲ 32% Female Friendly

Worldwide Rank

**30th**

Average Visit Duration

**9 Minutes 28 Seconds**

Female Proportion

**27%**

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

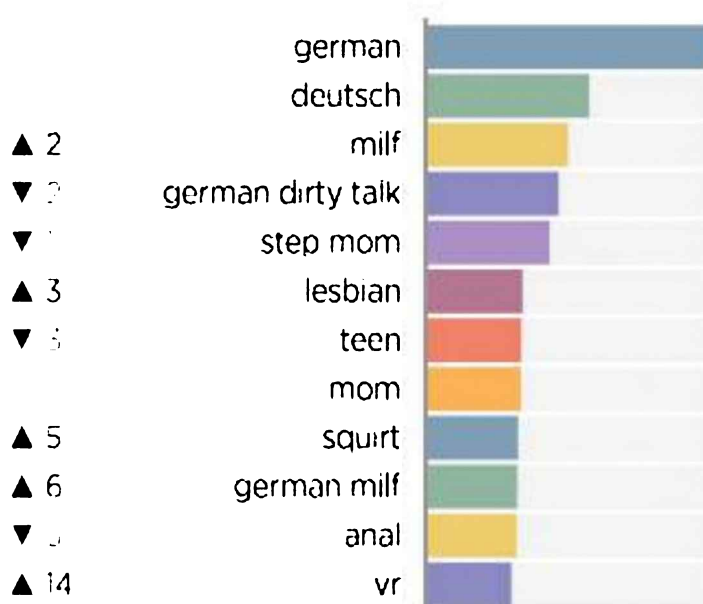
## AUSTRIA

Once again, searches for “german” and “deutsch” remained the most popular terms in Austria in 2017. Austria’s average visit time closely

matched their German neighbors at around nine and a half minutes, and they shared “lucy cat” at the most searched person. Austrians are 120% more likely to view the “Fisting” category when compared to the rest of the world, and 113% more into “Bondage” videos.



### Top Searches of 2017



### Top Trending Searches

cheerleader	▲ 592%
beim ficken erwischt	▲ 424%
deutsche milf	▲ 242%
deutsche nachbarin	▲ 211%
giantess	▲ 102%
big ass	▲ 99%

Worldwide Rank

**35th**

Average Visit Duration

**9 Minutes 35 Seconds**

Female Proportion

**24%**

### Most Searched People

- 1 lucy cat
- 2 mia khalifa
- 3 lexy roxx
- 4 nicole aniston
- 3 kim kardashian

### Top 5 Categories

- 1 Mature
- 2 Anal
- 3 MILF
- 4 Lesbian
- 5 Big Tits

### Top Relative Categories

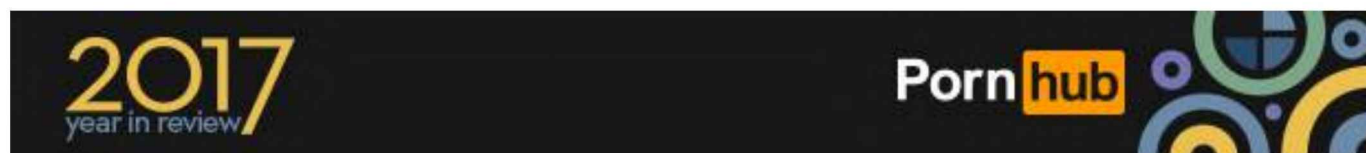
Viewed % more when compared to world

- 1 ▲ 120% Fisting
- 2 ▲ 113% Bondage
- 3 ▲ 103% Pissing
- 4 ▲ 68% Rough Sex
- 5 ▲ 62% Female Friendly

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

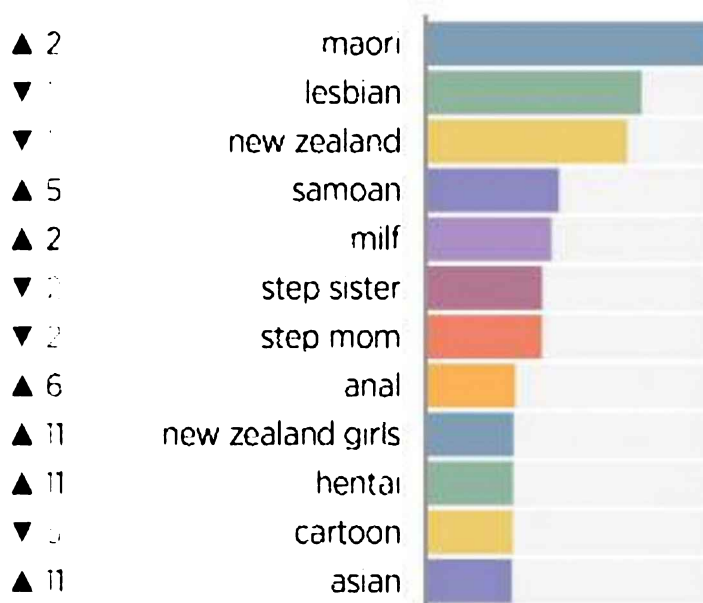
**NEW ZEALAND**

In 2017, searches for “maori” gained two positions to become New Zealand’s number one search term, outranking both “new zealand” and “samoan”. More maori favoritism was shown by the top trending search of “maori twerking” increasing by 1453% over the previous year. Visitors from New Zealand last about half a minute longer on Pornhub compared to their neighbors in Australia, and have a higher proportion of female visitors at 30%.



## NEW ZEALAND

### Top Searches of 2017



### Top Trending Searches

maori twerk	▲ 1453%
auckland	▲ 949%
cheerleader	▲ 197%
surprise threesome	▲ 146%
latina	▲ 75%
maori	▲ 55%

### Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 3 dillion harper

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Hentai
- 5 Anal

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 34% Lesbian
- 2 ▲ 33% Babysitter
- 3 ▲ 33% Asian
- 4 ▲ 30% Masturbation
- 5 ▲ 29% Squirt

Worldwide Rank

**34th**

Average Visit Duration

**10 Minutes 26 Seconds**

Female Proportion

**30%**

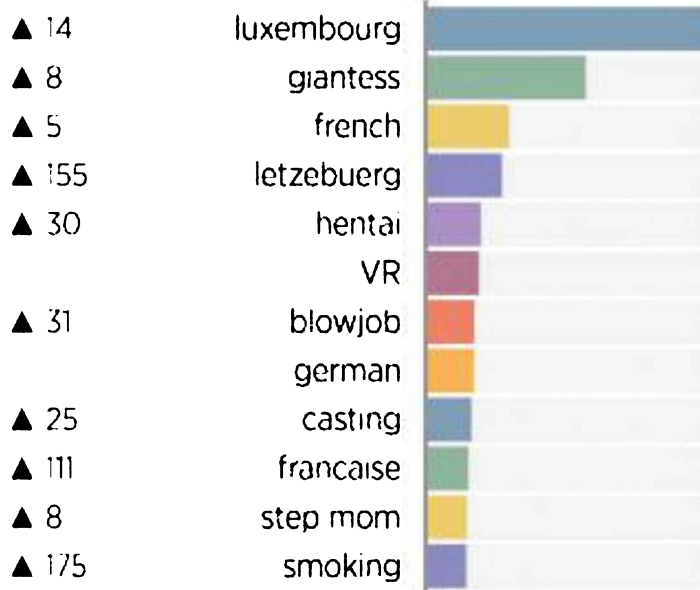
## LUXEMBOURG

Searches for “giantess” saw big gains in Luxembourg in 2017, moving up 8 positions to become the second most popular search after “luxembourg”. Searches for “smoking” gained 175 positions to make the top 12, and both “german smoking” and “smoking blowjob” were top trending terms in 2017. Visitors from Luxembourg are 52% more likely to view the “Bondage” category when compared to the rest of the world, and 43% more into “Orgy” videos.



## LUXEMBOURG

### Top Searches of 2017



### Top Trending Searches

german smoking	▲ 622%
vore	▲ 585%
smoking blowjob	▲ 378%
squirt	▲ 325%
handjob	▲ 266%
giantess	▲ 253%

### Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 lucy cat
- 4 riley reid
- 3 ava addams

### Top 5 Categories

- 1 Anal
- 2 Mature
- 3 Lesbian
- 4 MILF
- 5 Big Tits

### Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 52% Bondage
- 2 ▲ 43% Orgy
- 3 ▲ 36% Mature
- 4 ▲ 35% Anal
- 5 ▲ 30% Outdoor

Worldwide Rank

**104**

Average Visit Duration

**9 Minutes 16 Seconds**

Female Proportion

**28%**

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## STATE OF KANSAS

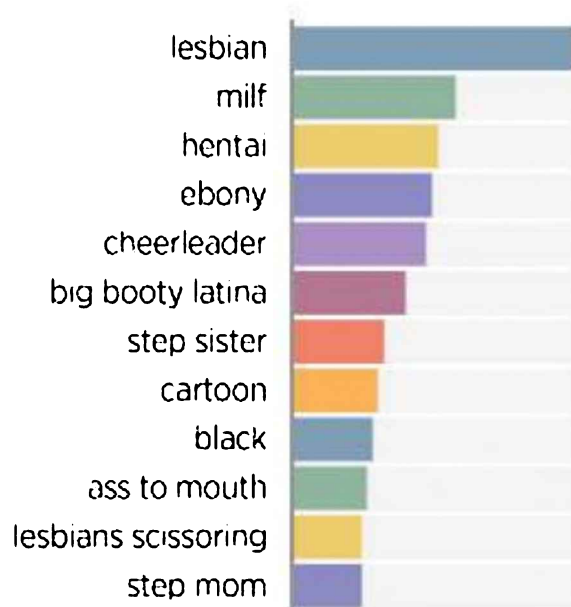
The state of Kansas ranks 31st amongst U.S. states for traffic to Pornhub, and comes up a bit short with an average visit time of only 8 minutes 58 seconds compared to the U.S. average of 10 minutes 33 seconds. Visitors from Kansas are 48% more likely to view the “Outdoor” category when compared to the rest of the country, and 47% more into “Creampie” videos.

Check out our [2017 State of the Union](#) to see how each state fared in 2017.



## State of Kansas

### Top Searches of 2017



U.S. State Rank **31th**

Average Visit Duration

**8 Minutes 58 Seconds**

### Most Searched People

- 1 riley reid
- 2 mia khalifa
- 3 yuri luv
- 4 lena paul
- 3 brandi love

### Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Ebony
- 5 Big Dick

### Top Relative Categories

Viewed % more when compared to U.S.

- 1 ▲ 48% Outdoor
- 2 ▲ 47% Creampie
- 3 ▲ 41% Gangbang
- 4 ▲ 38% Transgender
- 5 ▲ 27% MILF

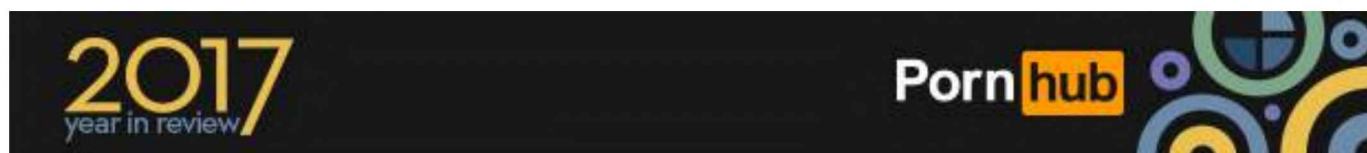
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## CITY OF DETROIT, MICHIGAN

Detroit ranks 11th for U.S. cities bringing traffic to Pornhub, and 35th among all cities worldwide. “Ebony” tops the list of searches in the city of Detroit, followed by “lesbian” and “black”. Visitors from Detroit hold out about 30 seconds longer than the U.S. average visit duration of 10 minutes 33 seconds. The “ebony” category is 82% more popular in Detroit compared to elsewhere in the U.S., followed by a 59% increase in the

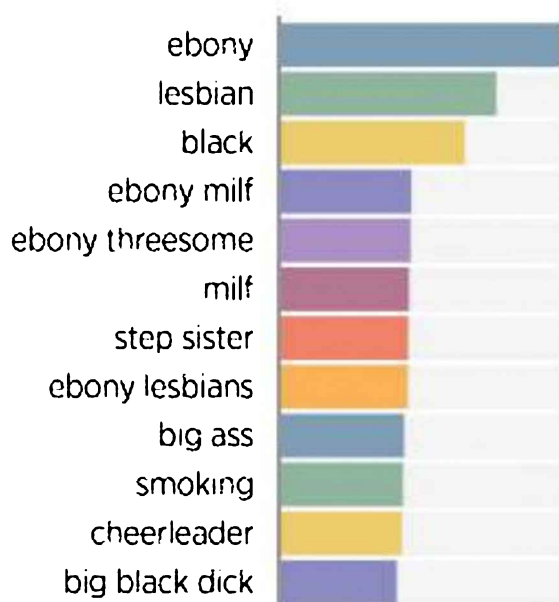


popularity of “transgender” videos. Check out our [2017 State of the Union](#) to see how each state fared in 2017.



## Detroit, Michigan

### Top Searches of 2017



World City Rank **35th**

U.S. City Rank **11th**

Average Visit Duration

**11 Minutes 03 Seconds**

### Most Searched People

- 1 riley reid
- 2 mia khalifa
- 3 pinky
- 4 yuri luv
- 3 sarah banks

### Top 5 Categories

- 1 Ebony
- 2 Lesbian
- 3 Big Dick
- 4 MILF
- 5 Threesome

### Top Relative Categories

Viewed % more when compared to U.S.

- 1 ▲ 82% Ebony
- 2 ▲ 59% Transgender
- 3 ▲ 51% Gangbang
- 4 ▲ 49% Big Dick
- 5 ▲ 30% Outdoor

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

# Pornhub's 2016 Year in Review

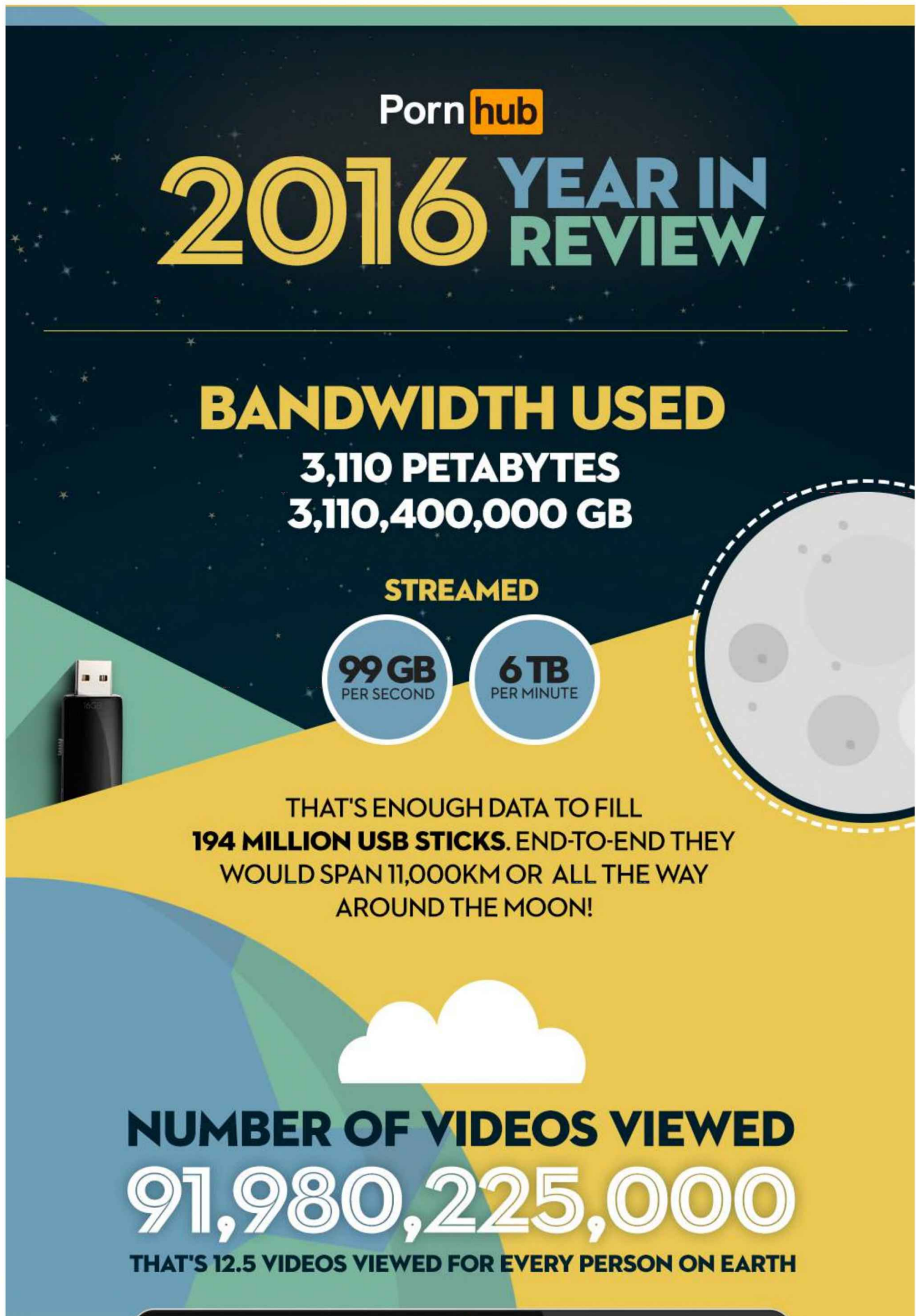
96 comments January 4, 2017

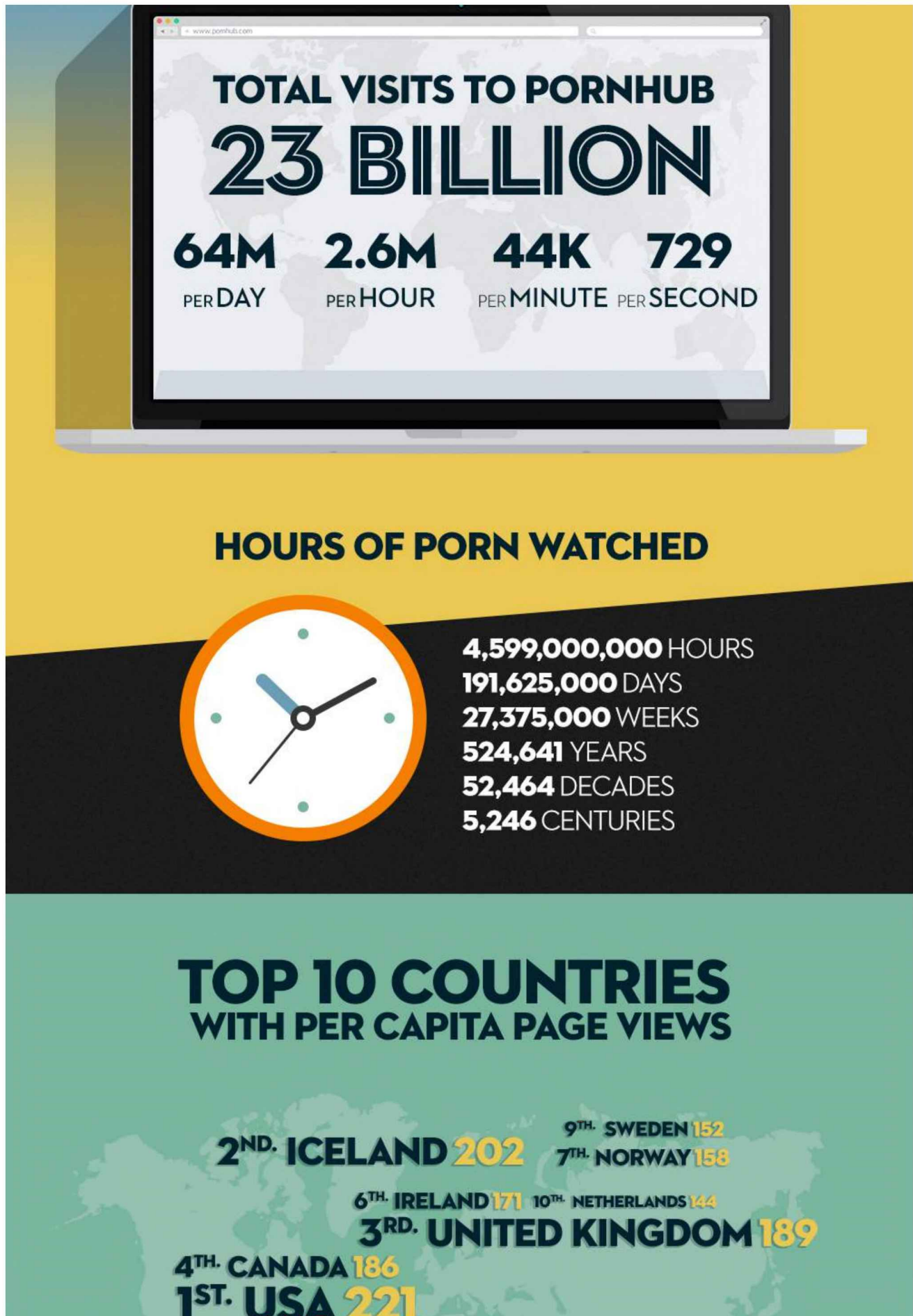


It may have seemed like 2016 was never going to end, but here we are at the beginning of what we're hoping will be a happy and healthy 2017. Overall it's been a pretty steady ride, but boy are we excited to kick off a new chapter! We've had a great year at Pornhub, and our Insights blog has delivered tons of awesome data over the course of 2016. Throughout the year we've covered interesting search trends analyzing the cultural intersection between Pornhub and the likes of Clowns, Pokemon, Politicians, and even Super Heroes.

## **Update! Check out our all-new 2017 Year in Review**

We've also looked at how certain events can affect traffic to Pornhub including the Olympic Games, Major League Baseball, Snow Storms and of course the Presidential Election. As we've done for the past three years and counting, we're wrapping it all up with a pretty bow and delivering you all of 2016's top stats for Pornhub's 4th annual Year in Review.









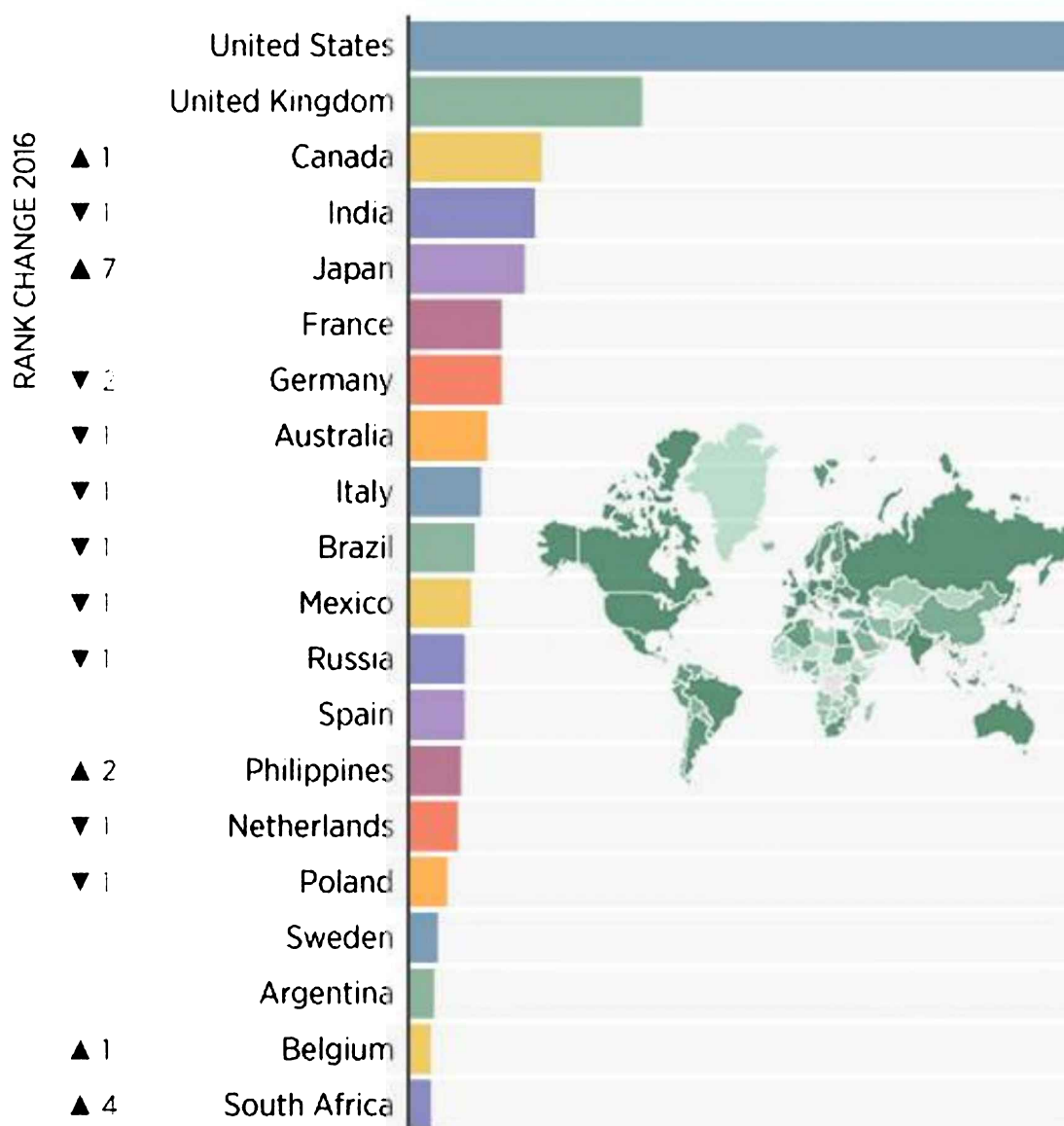
2016 was a busy year for Pornhub users. Nearly 92 billion videos were watched over the course of 23 billion visits to the site by many millions of very horny visitors. That's 64 million visitors per day, or 44,000 every minute. Collectively, that's 4.6 billion hours of porn watching stuffed into just one year. To break it down really quickly, in order to deliver that volume of free porn, our servers streamed 99 Gigabytes of data every second. To help put this into perspective, try to picture the size of a 16GB USB stick. Now imagine 194 million USB sticks, spanning 11,000km (6800 miles) from end to end; or around the entire circumference of the moon. Still can't imagine it? Take another look at the infographic above, and it will surely help clarify everything.

## TRAFFIC TRENDS

This year several countries got bumped up, down and even (for one) off our list of Top 20 countries that bring the most viewers to Pornhub. Notably, Japan jumped 7 spots making it into our top 5 this year, pushing Germany (now in 7<sup>th</sup> place) out of the top 5 for the first time since 2013. As always, the United States dominates this list, driving a whopping 40% of visits to the site, with the UK following in second place and Canada, a close 3<sup>rd</sup>. Our friends in South Africa have climbed 4 spots since 2015 to make it into our top 20, coming just ahead of former Top 20 country, Romania.



## Top 20 Traffic Countries



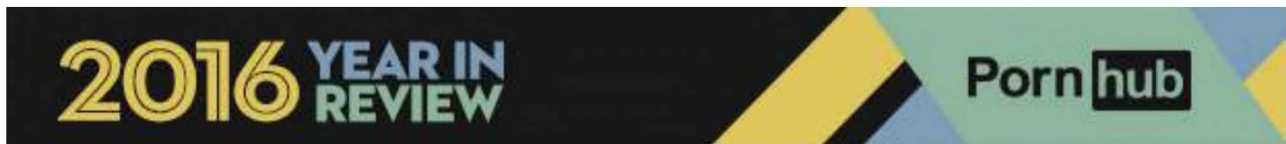
PORNHUB.COM/INSIGHTS

## SEARCH WATCH

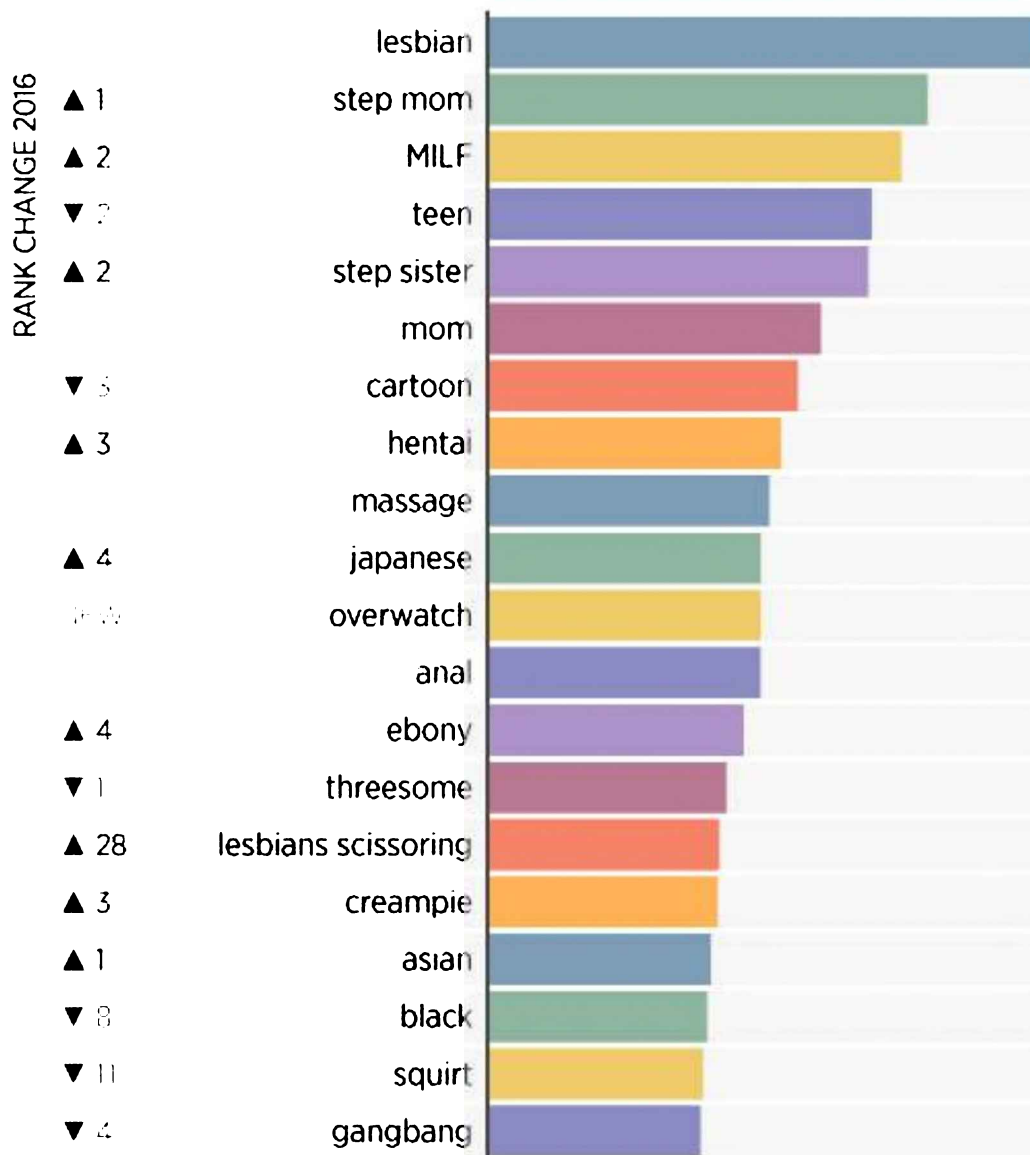
Next up let's take a look at some of Pornhub's most popular search terms from 2016! For the second year in a row 'lesbian' was the number one search term worldwide. 'Step mom' was second (up 1 spot from last year) followed by 'MILF' up 2 places from 2015. 'Lesbian scissoring' jumped a

couple dozen positions to make the top 20 this year. An all-new term that shot into our top search terms lists of 2016 is 'Overwatch', in reference to the popular video game released earlier this year. Well known for its fast action and overtly sexualized characters, the game quickly became the subject of hundreds of fantasy porn parodies and tribute videos. "It appears that the trend is moving more toward fantasy than reality. 'Generic' porn is being replaced with fantasy specific or scenario specific scenes. Is this as a result of boredom or curiosity? One thing is certain; the typical 'in-out, in-out' no longer satisfies the masses, who are clearly looking for something different" notes Dr Laurie Betito, sex therapist and author of *The Sex Bible for People Over 50*".





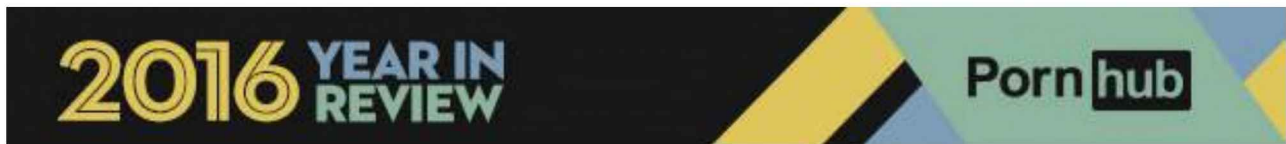
## Most Searched for Terms



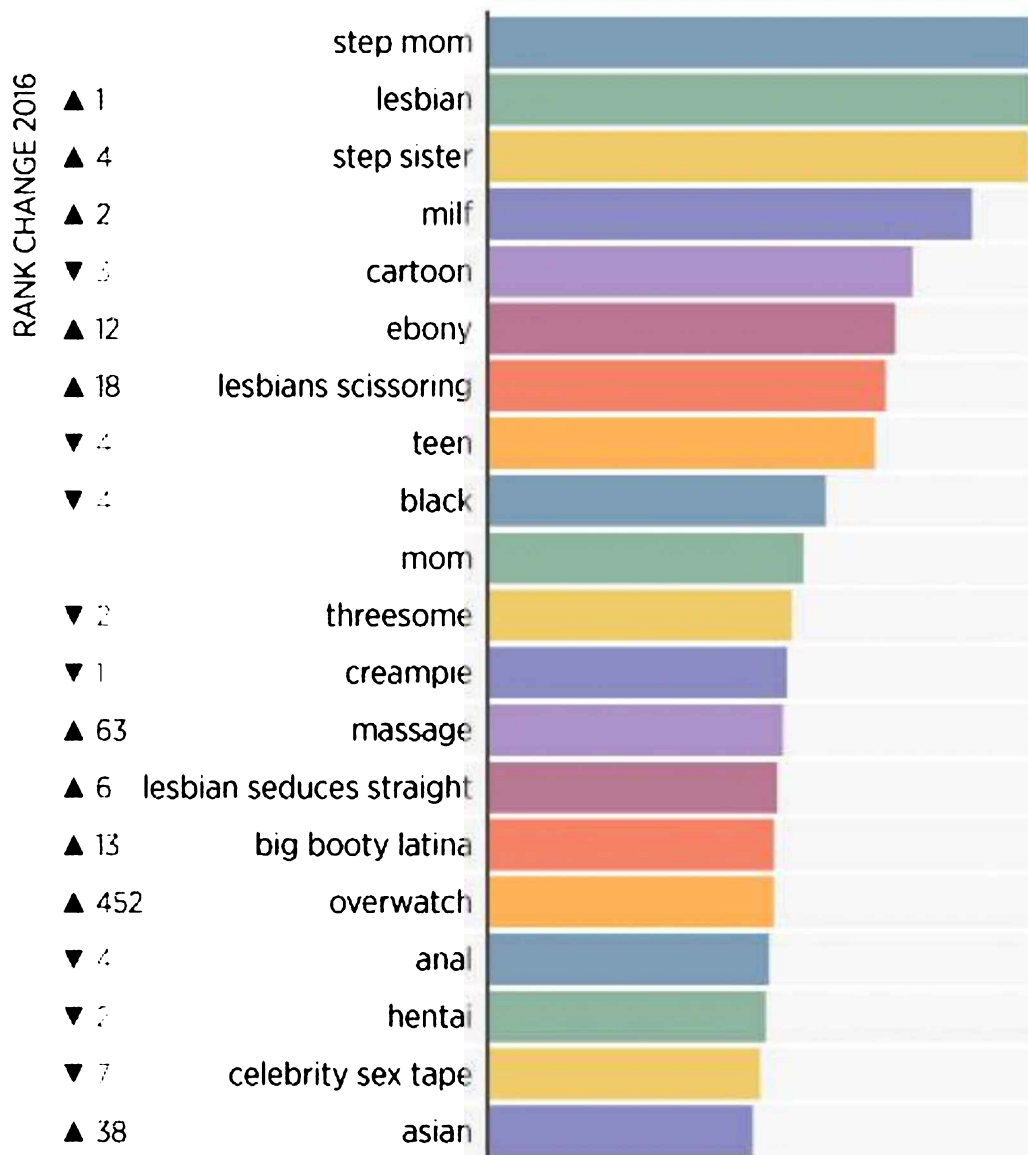
PORNHUB.COM/INSIGHTS

Here we'll take a step into North America and see what search terms were trending in the United States over the course of the year. 'Step mom' remained in the top spot as the most searched term among Americans in 2016. 'Lesbian' kicked out 'cartoon' to take the title for second most searched term in the USA, while 'step sister' also made its move up this

year and secured the 3rd place. Other terms that were highly popular among Americans this year include 'ebony' (jumping 12 spots from last year), 'lesbian scissoring' (+18 spots), 'massage' (+63 spots) and the greatest increase of all, 'overwatch' (up 452 spots from 2015). Some terms that still made our list but dropped in popularity include 'teen', 'black', 'anal' and 'celebrity sex tape'.



## Most Searched for Terms - United States



PORNHUB.COM/INSIGHTS

Curious to see where some of 2016's top terms are most popular? Well we've put together a special gallery below, just for that. Some stand outs include 'lesbian' which is by far more popular in North America and Australia than anywhere else. 'Hentai' is shaded a dark orange in Asia (more specifically China, the Philippines, Thailand and Japan) where it is

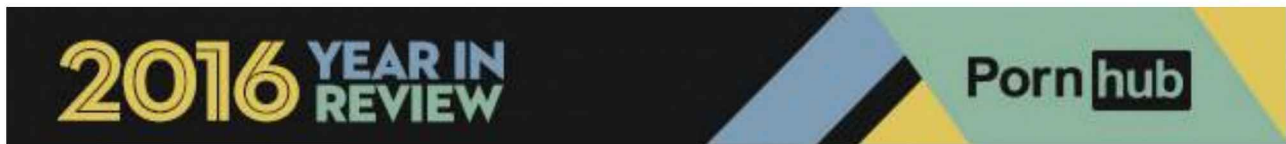
most popular. ‘Cartoon’ is gaining popularity worldwide, with more countries shaded in dark purple this past year compared to 2015. Interestingly enough ‘MILF’ is more popular in the Western hemisphere, while ‘mom’ is dominating the East.

The popularity of these search terms is determined by comparing its proportion of all other searches performed in each country. As opposed to the raw number of searches, this allows our statisticians to adjust for population density and traffic levels to what countries are more or less interested in each search term.

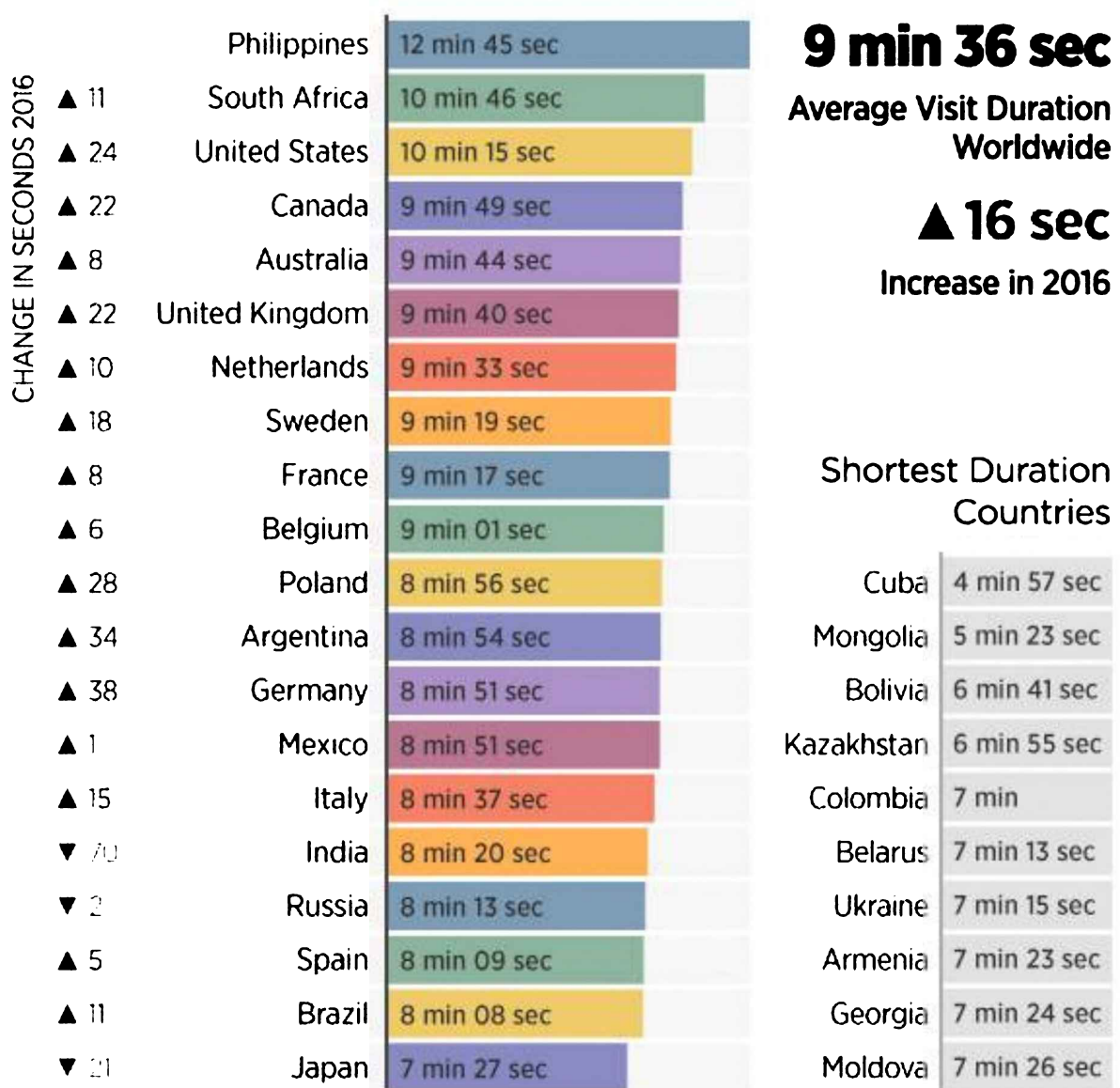
## **TIMING IS EVERYTHING**

This year we achieved our New Years resolution to last a little longer. 2016 has 16 seconds up on 2015, establishing an average time on site of 9:36. This could be because we can now take porn with us everywhere we go and more and more people are starting to take advantage of mobile technology in this way. We’ve also seen a huge increase in mobile traffic this past year (+1424% since 2010), but we will look into that a little later.

The Philippines is holding onto its first place position here with an average visit length to Pornhub of 12:45, exactly the same as where they were at in 2015. South Africa is in 2nd position, increasing their average visit by 11 seconds to 10:45. Followed closely by the U.S. of A (10:15, +24 second from 2015), Canada (+22 seconds up to 9:49) and Australia (9:44 up 8 seconds from 2015) to round up our Top 5. Some countries whose average time per visit dropped includes India (8:20, down by 1:10 from 2015) and Japan (7:27 compared to 7:48 in 2015). Russia and Mexico maintained the status quo however, shifting their time by a mere 1 or 2 seconds. Countries who prefer to keep their visits short and to the point include Cuba– keeping it just under 5 minutes, along with Mongolia clocking in at 5:23 and Bolivia at 6:41.

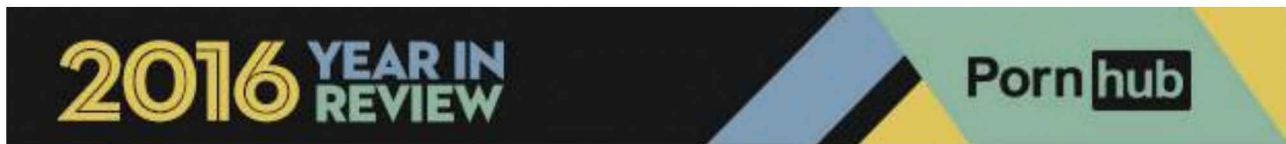


## Time Spent Per Visit



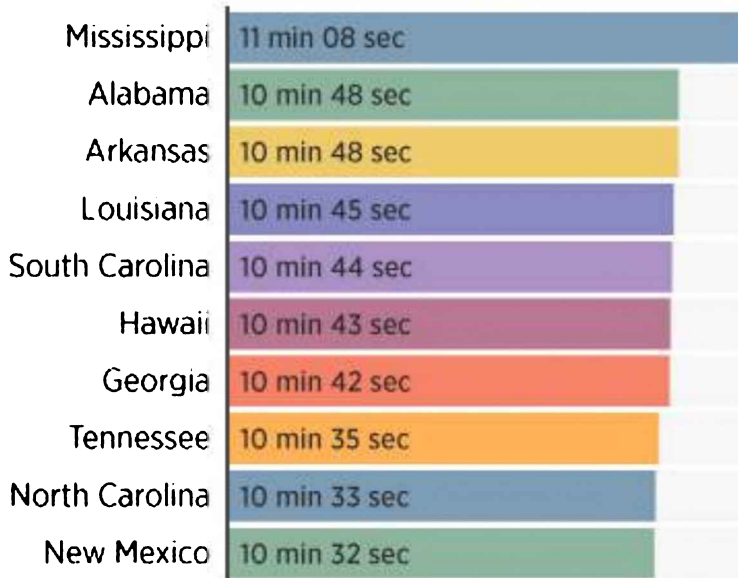
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

We've also looked into average time per visit by state, and some stand-outs include Mississippi (at the top of the group for the longest visits, 11:08), Alabama and Arkansas tied for second at 10:48 and Louisiana a close third just 3 seconds under at 10:45.



## Time Spent Per Visit - United States

### States That Last the Longest



**10 min 15 sec**

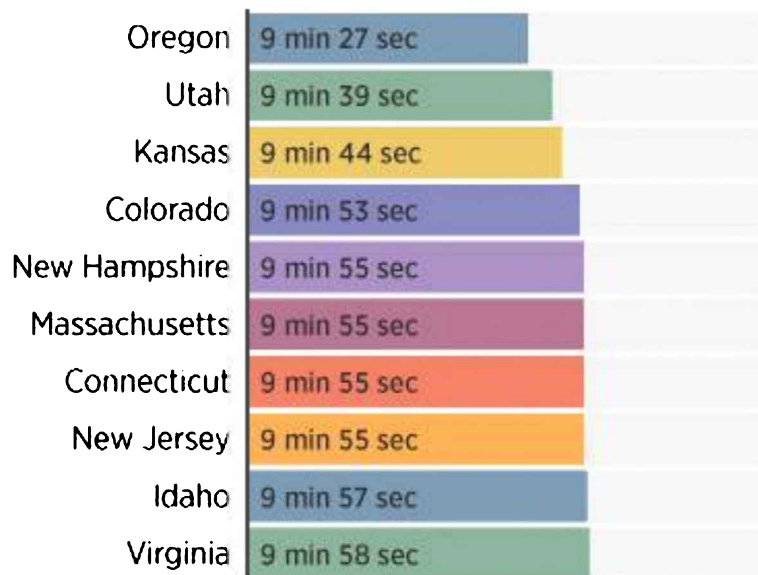
Average Visit Duration  
in the United States

**▲ 24 sec**

Increase in 2016



### States That Last the Shortest



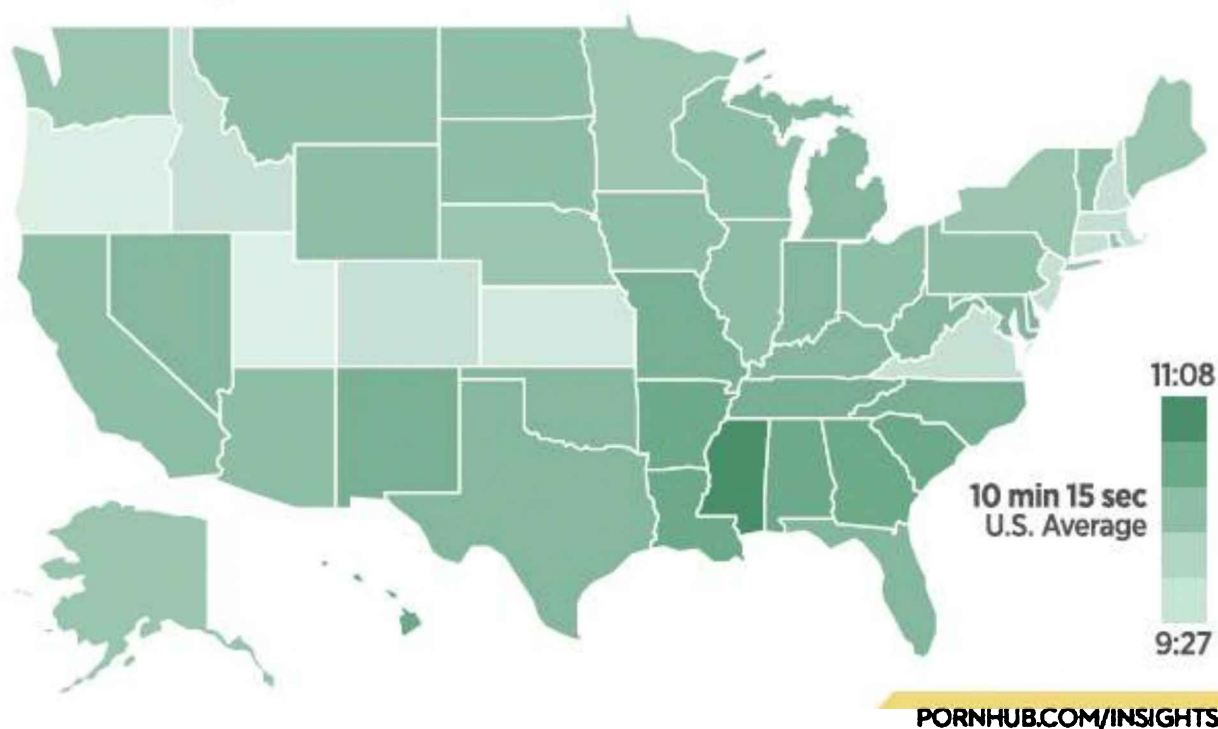
**PORNHUB.COM/INSIGHTS**

States that came and left faster than others include Oregon (9:27), Utah (9:39) and Kansas (9:44). Interestingly enough, much like last year the three states with the longest average visits were all southern states.





## Time Spent Per Visit - United States



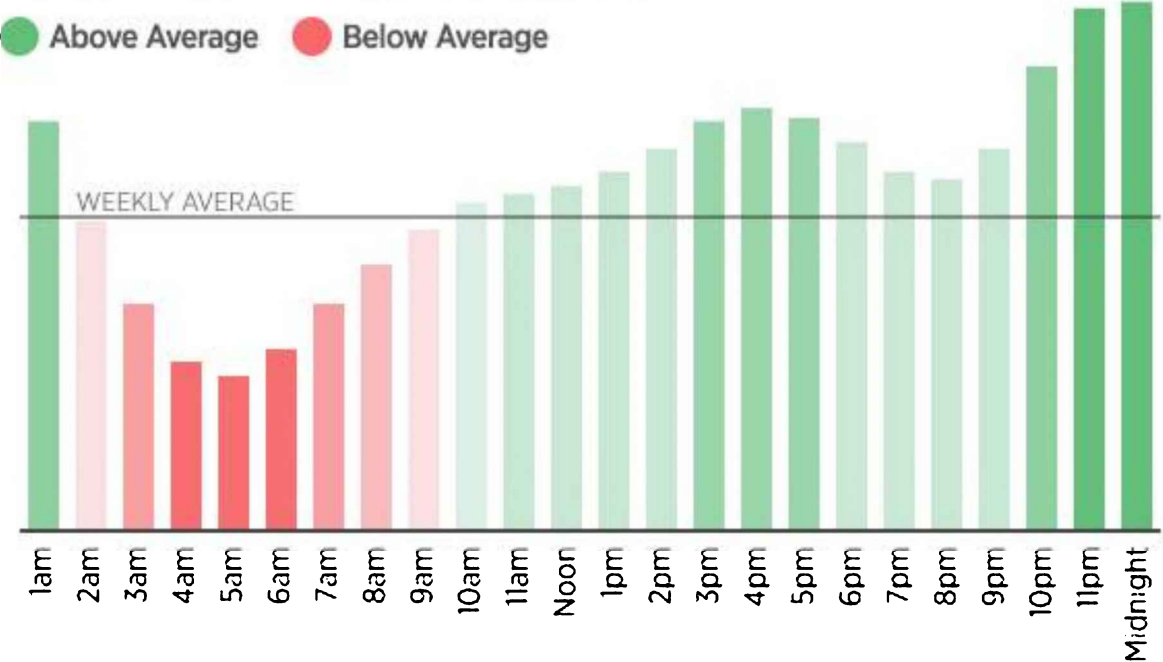
Taking a cue from our popular Fappy hour post, we expanded the search to see what time of day and which day of the week Pornhub users around the world were getting busy the most. Hourly traffic rates to our site haven't shifted much from last year. There is generally a lull in traffic between 2am and 9am, when people are either sleeping or heading out of the house to start their day, and traffic then reaches its highest levels from 10pm to midnight. This trend stays true throughout most of the week, with our happiest hour from Sunday through Thursday holding strong at 11pm, and then at 12am on Friday and Saturday– when people take a break from their regular routine by staying up later at night and sleeping in longer in the mornings.



— . . — . . . . . —



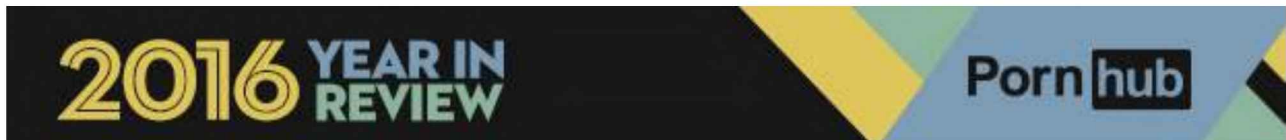
Favorite Times to Watch Porn



PORNHUB.COM/INSIGHTS

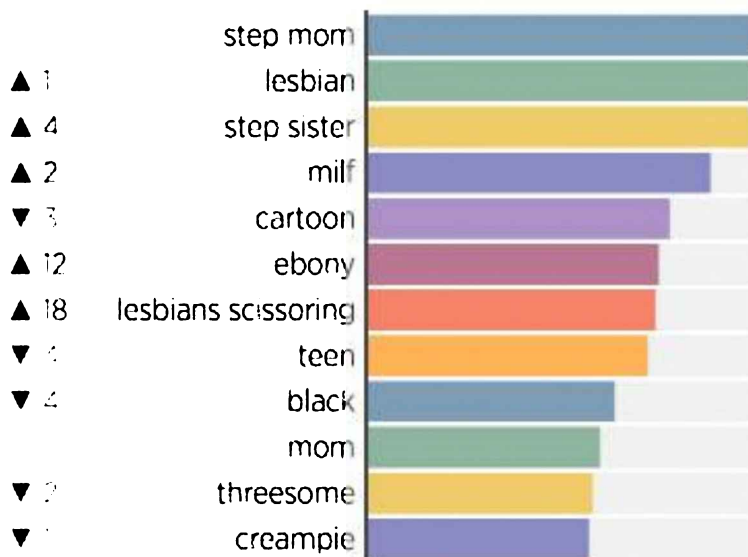
SEARCHING THE WORLD

For this portion of the review, we will take a deeper dive into our top 20 countries. We will break down the 10 most searched terms, top 5 gaining terms that grew in 2016 plus the top 3 pornstars and most viewed categories. We also have the top 3 searches that are relatively more popular in each country when compared to the rest of the world. Kicking off the list this year, it's the home of Lady Liberty and the country that drove 40% of Pornhub's visitors to the site- the U.S.A.



## UNITED STATES

### Top 10 Searches of 2016



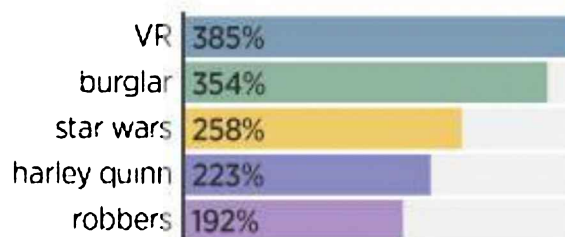
### Top 3 Categories

- 1 Lesbian
- 2 Ebony
- 3 Teen

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

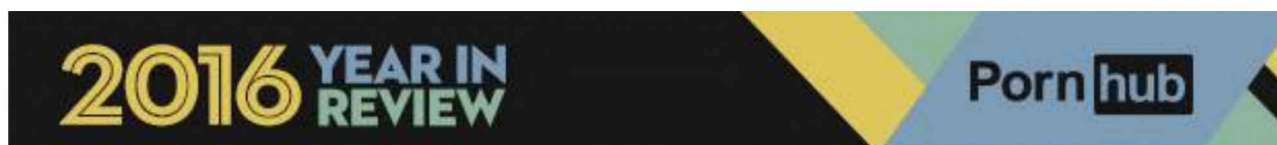
Searched more compared to world

- 1 big booty latina
- 2 big black dick
- 3 ebony

[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

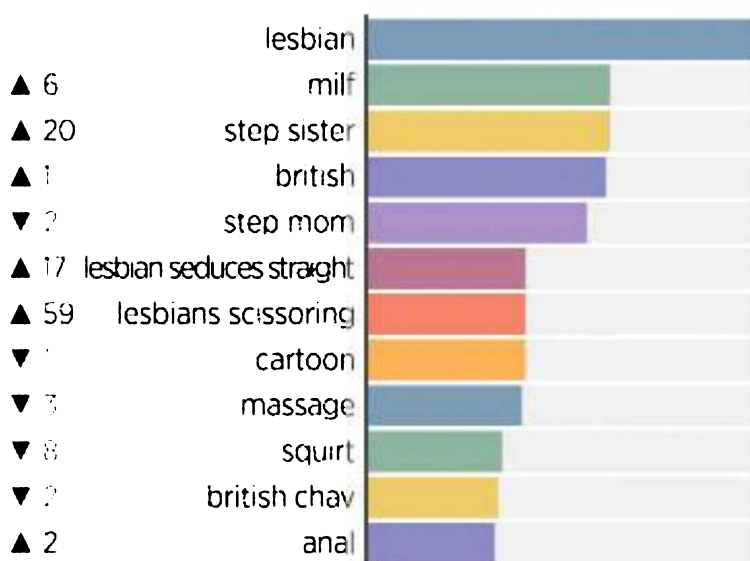
The United States makes it to the top of our list for another year and just

like the last, ‘step mom’ and ‘lesbian’ are at the top of the “most searched for” list. ‘Step sister’ and ‘milf’ made some moves in 2016 putting them into the top 5. Other notable fun facts to mention, BBL (or Big Booty Latina) is searched more in America than the rest of the world, Kim Kardashian is still being searched for more than any other porn star on the site and the ‘lesbian’ category is still #winning for most views.



## UNITED KINGDOM

### Top 10 Searches of 2016



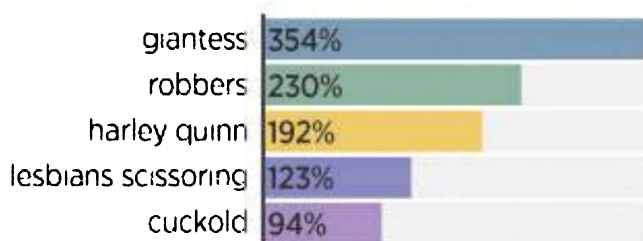
### Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 british
- 2 british chav
- 3 british schoolgirl

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

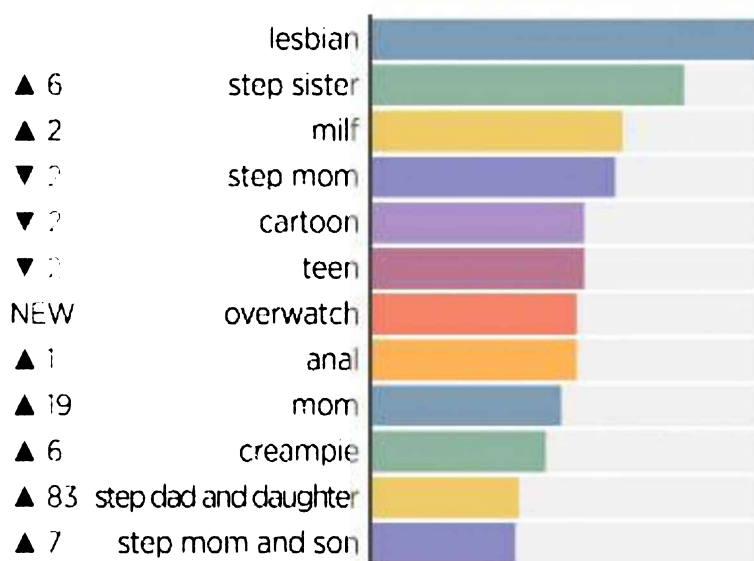
Next up on the list, the United Kingdom— where ‘lesbian scissoring’ and ‘lesbian seduces straight’ made leaps and bounds to land in the country’s

top 10 searches. Only fitting since the #1 category in the U.K is ‘Lesbian’. ‘Giantess’ is another term that gained some love this past year, up 354% from 2015. We hope the search results for these terms helped everyone in Britain overcome the results from the Brexit vote in June. To see how the U.K.’s favorite searches differ from region to region, be sure to check out our detailed [United Kingdom Divided](#) post.



## CANADA

### Top 10 Searches of 2016



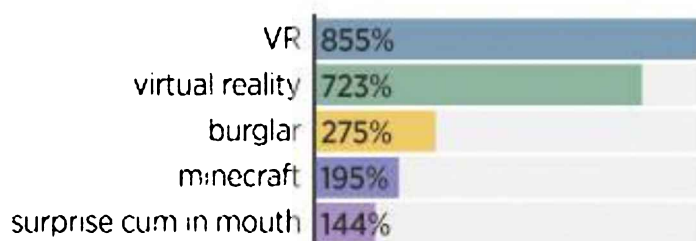
### Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

### Top 3 Pornstars

- 1 Riley Reid
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 quebec
- 2 canadian
- 3 french

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

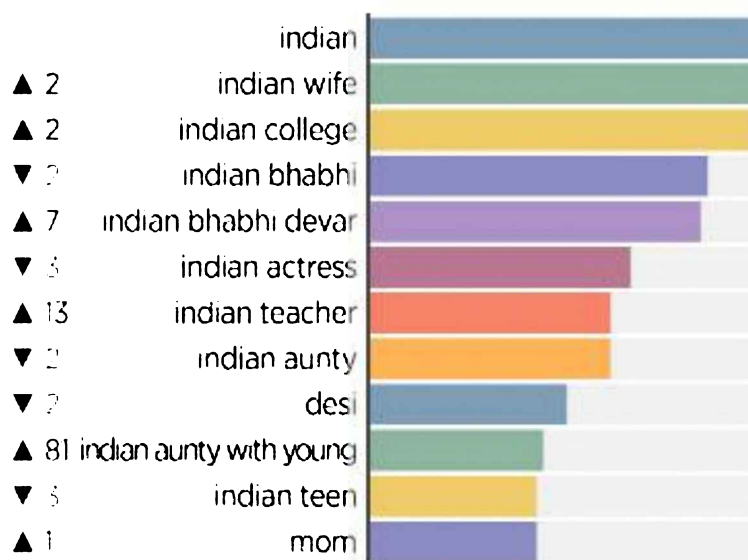
Some interesting changes happened in the [great white north](#) otherwise known as Canada. The list of top searches saw a lot of newcomers this year.

‘Mom’ shot up by 19 spots, while ‘step dad and daughter’ saw a massive 83 spot jump and- one that is sure to make you giggle, ‘creampie,’ is up by 6 spots this year. Interestingly enough, Canadians seem to be really into new tech with ‘VR’ among their top gaining searches this year, followed by ‘virtual reality’. And although Canadians aren’t searching for ‘Canada’ on the daily, the number one relative search is none other than La Belle Province, ‘Quebec’ followed by ‘Canadian’ and ‘French’ in second and third.



## INDIA

### Top 10 Searches of 2016



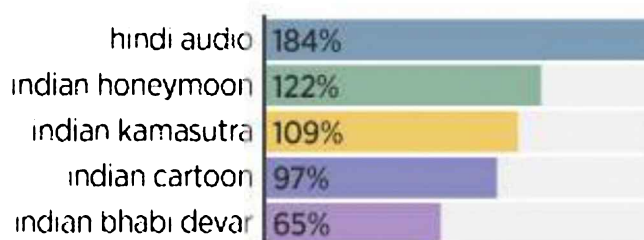
### Top 3 Categories

- 1 Teen
- 2 Lesbian
- 3 Big Dick

### Top 3 Pornstars

- 1 Sunny Leone
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 indian wife
- 2 indian college girls
- 3 indian bhabhi

[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

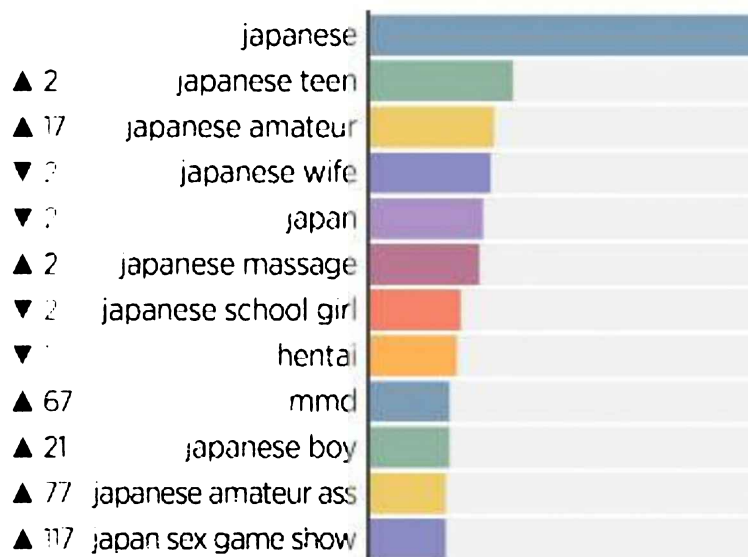
Most countries take great pride in their nationality, but India takes it to a

whole other level as made evident by their top searches on Pornhub. The majority of searches (top, relative and gaining) include 'Indian'. One top term that came seemingly out of nowhere to make it into the top 10 list was 'Indian aunty with young', flying up to the top by 81 spots. India's own Sunny Leone (NSFW) is again, the number one searched pornstar in the country and 'Lesbian' makes it to the number two spot in the top categories.



## ● JAPAN

### Top 10 Searches of 2016



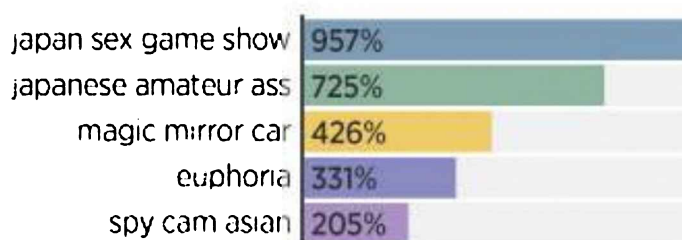
### Top 3 Categories

- 1 Hentai
- 2 Teen
- 3 Amateur

### Top 3 Pornstars

- 1 Ai Uehara
- 2 Yui Hatano
- 3 Yuma Asami

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 japanese amateur
- 2 japanese teen
- 3 japanese wife

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Moving up an impressive 7 spots, Japan comes in at number 5 on our list.

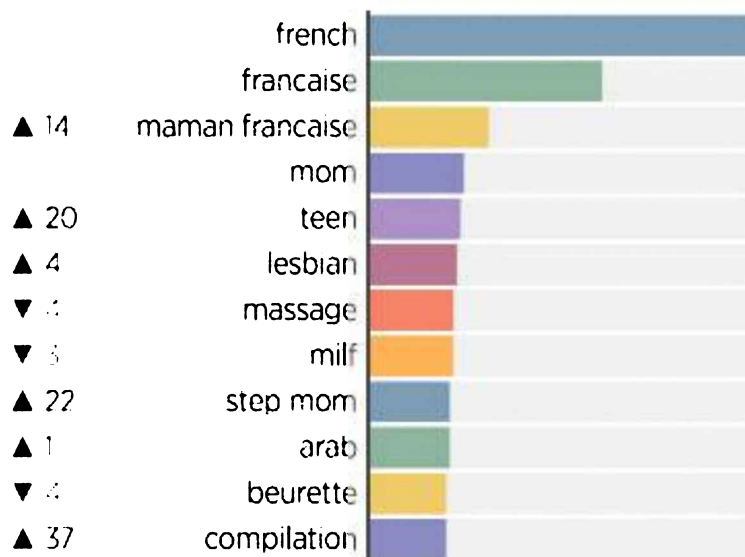


Some interesting new terms have climbed into the top 20 this year, including 'Japan game sex show', 'Japanese amateur ass', 'Japanese boy' and 'mmd' (in reference to MikuMikuDance, a 3D tool that lets people make their own animated videos). Looks like they love a good game show in japan as 'Japan sex game show' is the number one top gaining search (+957%). And interestingly enough the 'amateur' category bumped 'Asian' out of the top three most viewed in the country, with the 'Hentai' category sitting pretty at the top of the list.



## FRANCE

### Top 10 Searches of 2016



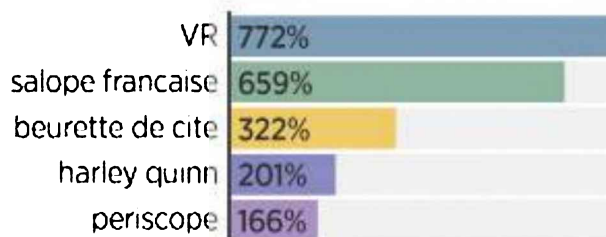
### Top 3 Categories

- 1 Anal
- 2 Mature
- 3 Lesbian

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 french
- 2 francaise
- 3 maman francaise

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

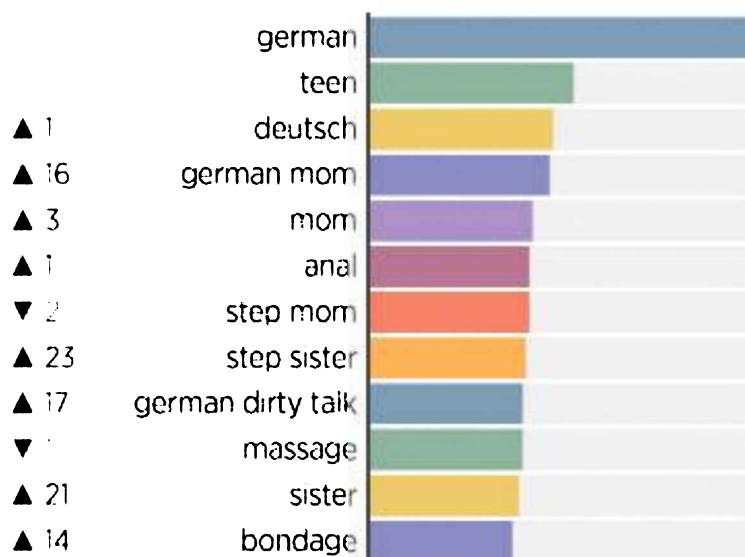


This year ‘maman francaise’ jumped 14 spots to make it into the top 3 most searched terms in France. This top gaining term of 2015 is now in the country’s top 10 search terms of 2016, landing in 3rd place. Searches for ‘VR’ have also increased by 772% this past year. Mia Khalifa (NSFW) knocked out French local Clara Morgane to become the #2 most searched pornstar in France, behind national favorite, Kim K (NSFW). Be sure to check out our detailed France’s Favorite Searches post to see how France’s porn tastes differ from region to region.



## GERMANY

### Top 10 Searches of 2016



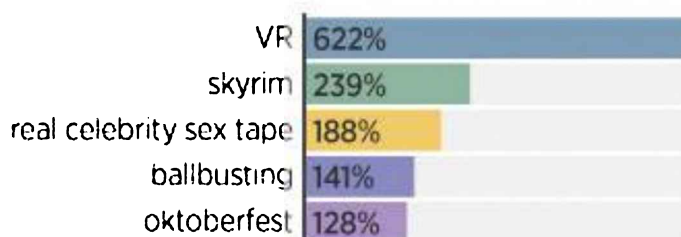
### Top 3 Categories

- 1 Anal
- 2 Teen
- 3 Big Tits

### Top 3 Pornstars

- 1 Gina Lisa Lohfink
- 2 Lexy Roxx
- 3 Lucy Cat

### Top Gaining Searches



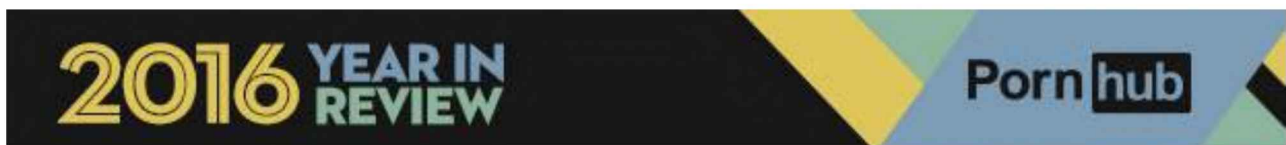
### Relative Searches

Searched more compared to world

- 1 german
- 2 deutsch
- 3 german dirty talk

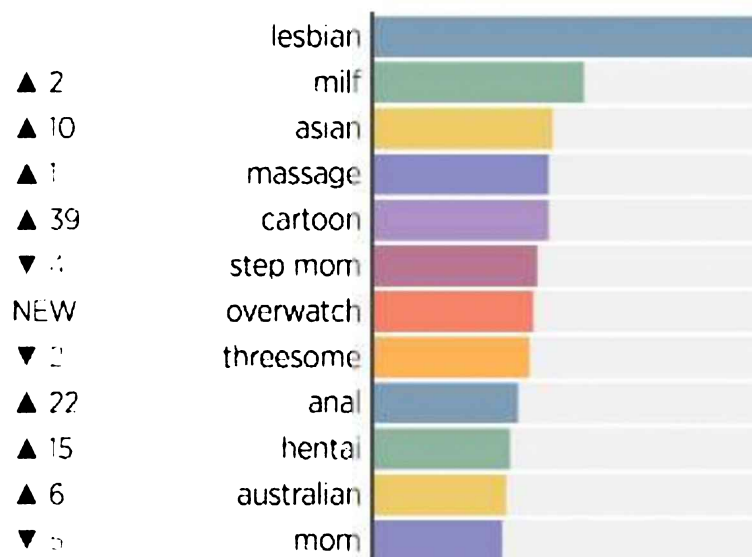
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Germany remained quite patriotic throughout 2016. ‘German’ held it’s position at the top of the list for most searched terms, ‘deutsch’ came in third place, ‘german mom’ made a few strides to secure 4th place (up 16 spots from last year) and ‘german dirty talk’ climbing 17 spots to make it to number 9 on the list. Check out our [Germany in Review](#) post for more details. ‘VR’ continues to be a major trend this year, even in Germany where searches for the term increase by almost 630%. Former Miss Frankfurt (2005) Gina Lisa Lohfink, beat out [Lexy Roxx](#) (NSFW) to become the number 1 searched pornstar in Germany.



## AUSTRALIA

### Top 10 Searches of 2016



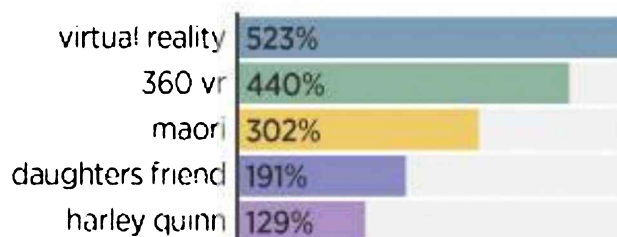
### Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 australian
- 2 aussie
- 3 jerk off instructions

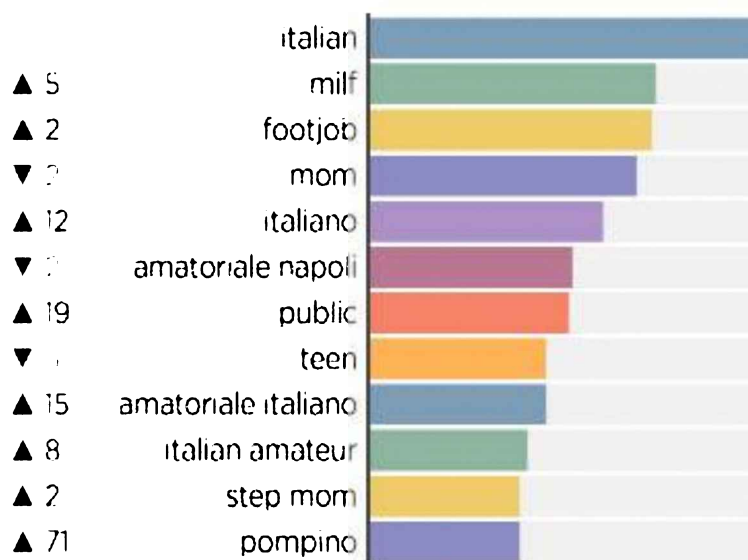
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

The step mom trend seems to be over down under as Australia is all about VR this year. ‘Virtual reality’ and ‘360 VR’ are the top two gaining searches this year, increasing by an impressive 523% and 440% (respectively). Some interesting new search terms that made it to the top include ‘cartoon’ (up 39 spots from last year) and- following along with the worldwide increase in popularity, ‘overwatch’ which is a brand new search term in Australia, ranking 7th place in the list of the country’s top searched terms.



## ITALY

### Top 10 Searches of 2016



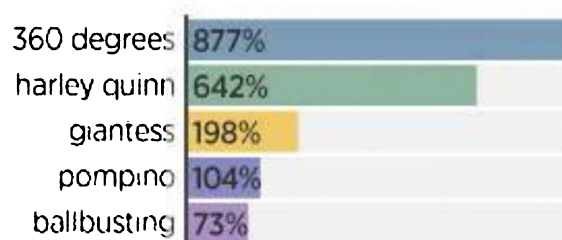
### Top 3 Categories

- 1 MILF
- 2 Mature
- 3 Teen

### Top 3 Pornstars

- 1 Valentina Nappi
- 2 Mia Khalifa
- 3 Rocco Siffredi

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 italiana
- 2 italiano
- 3 footjob

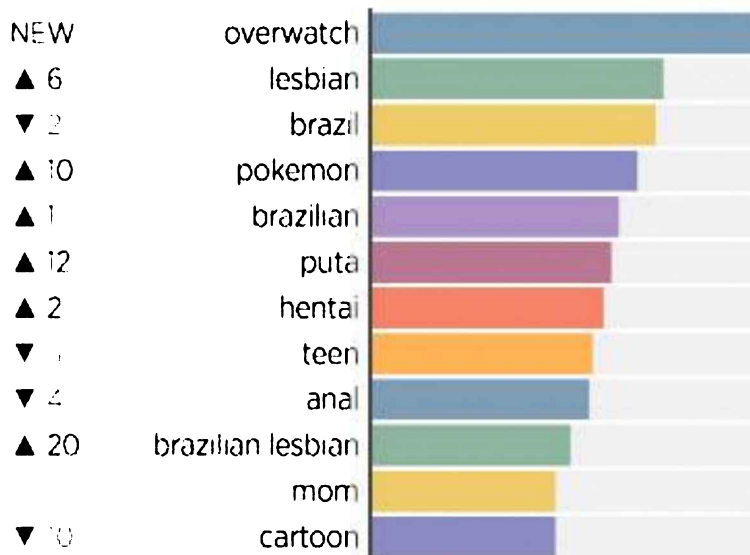
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Italians do love their mamas as made evident by the fact that in 2016

search terms ‘MILF’, ‘mom’ and ‘step mom’ were quite popular among Italians, and ‘MILF’ is also incidentally the number one viewed category in the country. The most impressive change here is that ‘Harley Quinn’ was the second top gaining search term of 2016. So Italians love their mamas and fictional super-villains with colorful makeup and hair dye (if this is true, might we interest you in reading our Halloween post?). Searches for the leading lady increased by an impressive 642%.



## Top 10 Searches of 2016



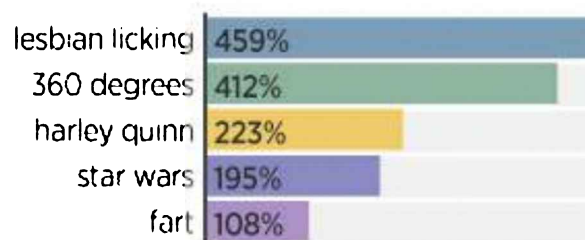
## Top 3 Categories

- 1 Anal
- 2 Lesbian
- 3 Teen

## Top 3 Pornstars

- 1 Kid Bengala
- 2 Mia Khalifa
- 3 Julia Paes

## Top Gaining Searches



## Relative Searches

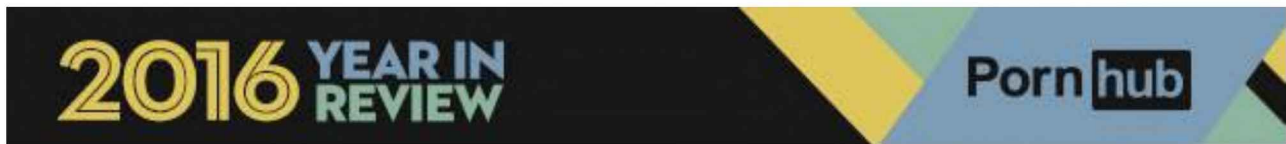
Searched more compared to world

- 1 brasil
- 2 brazilian
- 3 puta

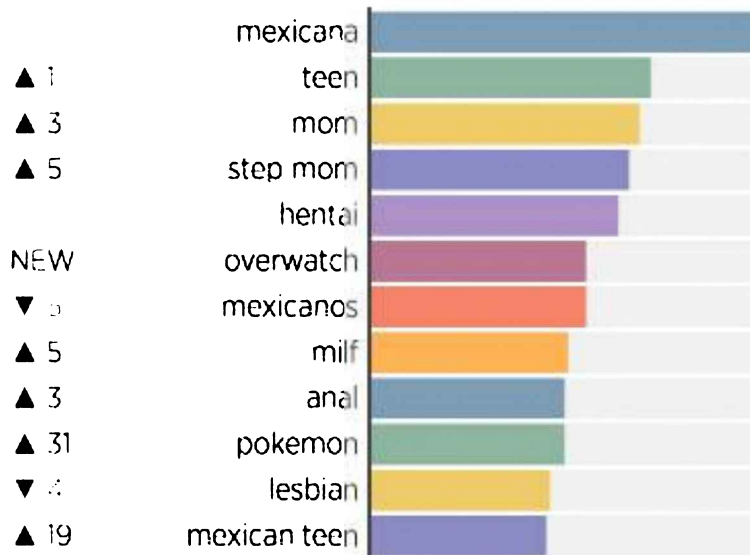
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Next up we have the largest country in South America, and the country

driving the 10th highest amount of traffic to our site, Brazil! Surprisingly enough some interesting terms took over the top searches this year. Starting with a new one, 'overwatch' took the cake in first place, while 'pokemon' moved up 10 spots into number 4 and 'cartoon' rounds out the top Brazilian searches of 2016 on Pornhub in 10th place. 'Lesbian' was a big hit as well- the term was number 2 in the top searches list, followed by the more patriotic 'brazilian lesbian' a little further down the list. 'Lesbian licking' was the #1 top gaining search (+459%) in the country and the 'lesbian' category got bumped up a spot from last year into the position as second most viewed category in Brazil.



## Top 10 Searches of 2016



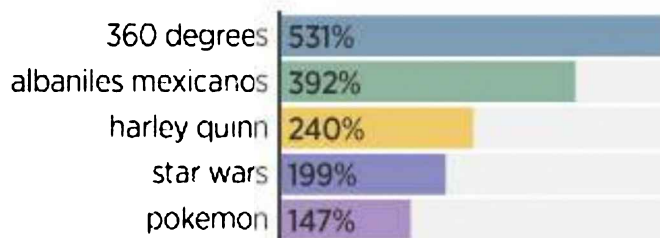
## Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 Hentai

## Top 3 Pornstars

- 1 Dillion Harper
- 2 Mia Khalifa
- 3 Lisa Ann

## Top Gaining Searches



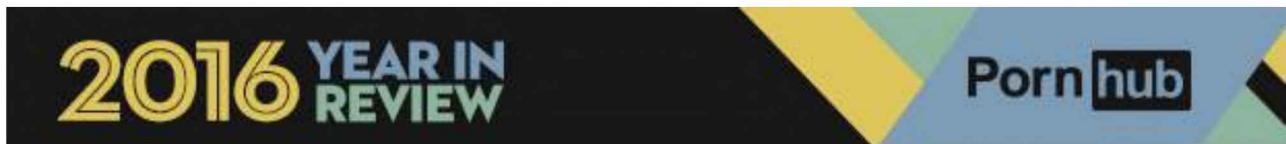
## Relative Searches

Searched more compared to world

- 1 mexicana
- 2 mexicanos
- 3 mexico

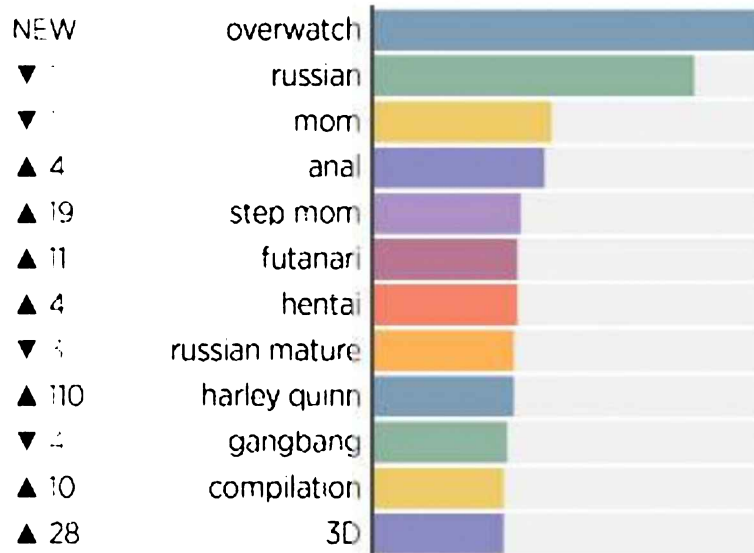
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Making it in at number 11 on our list is Mexico. Moving into the spotlight as number one most searched for pornstar in Mexico this year is brunette babe Dillion Harper (NSFW). There is no shortage of patriotic love here, with the top search being 'mexicana' and the top three relative searches being 'mexicana', 'mexicanos' and 'mexico'. 'albaniles mexicanos', or in English, Mexican builders/bricklayers, increased in popularity by 392% over the course of 2016.



## RUSSIA

### Top 10 Searches of 2016



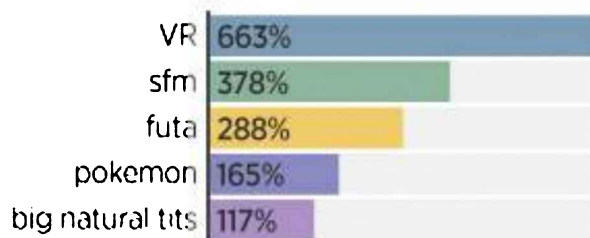
### Top 3 Categories

- 1 Anal
- 2 Teen
- 3 Mature

### Top 3 Pornstars

- 1 Sasha Grey
- 2 Lisa Ann
- 3 Madison Ivy

### Top Gaining Searches



### Relative Searches

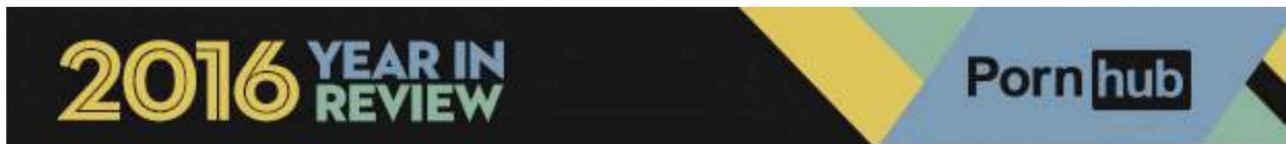
Searched more compared to world

- 1 russian
- 2 russian mom
- 3 russian mature

[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

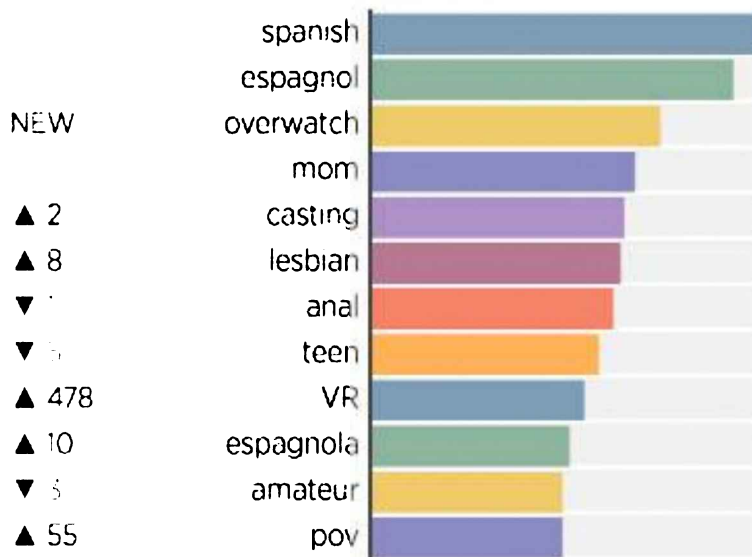
Interesting searches are popping up in Russia— despite the ban that was implemented this September. ‘Overwatch’ has taken over first place in the country’s top 10 searches of 2016, bumping ‘Russian’ down into second place. And ‘Harley Quinn’ shot up an impressive 110 spots to make it to number 9 this year. The ever popular VR trend is also of high interest in Russia, where it is the top gaining search term, marked by a 663% increase in searches.





## SPAIN

### Top 10 Searches of 2016



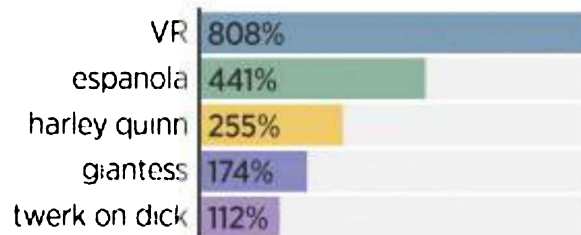
### Top 3 Categories

- 1 Anal
- 2 Mature
- 3 Teen

### Top 3 Pornstars

- 1 Amarna Miller
- 2 Mia Khalifa
- 3 Selena Green Vargas

### Top Gaining Searches



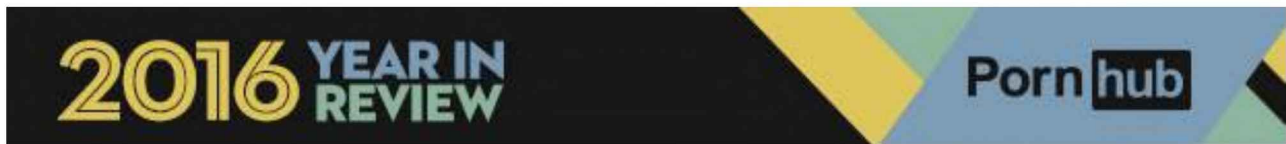
### Relative Searches

Searched more compared to world

- 1 maduras espanolas
- 2 fakings
- 3 espanola

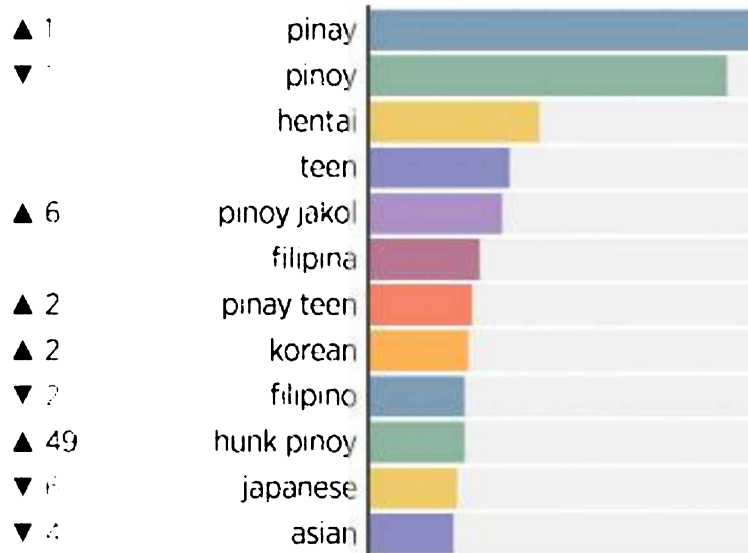
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Coming in at number 13 for the second year in a row is sunny Spain. We here at Pornhub often wonder: “Are you more of a tits guy or an ass guy”? Well in Spain the answer is ass, with ‘Anal’ being the number one category viewed in the country this year. Other popular search terms in Spain include ‘overwatch’ coming in at #3 this year, ‘VR’ jumping an incredible 478 spots to #9 and ‘pov’ (Point of View) up by 55 spots to round out Spain’s top 10 most searched terms of 2016.



## PHILLIPINES

### Top 10 Searches of 2016



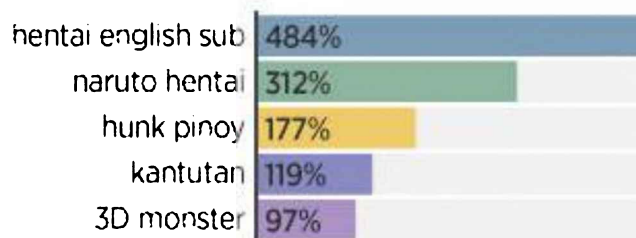
### Top 3 Categories

- 1 Hentai
- 2 Teen
- 3 Babe

### Top 3 Pornstars

- 1 Maria Ozawa
- 2 Mia Khalifa
- 3 Riley Reid

### Top Gaining Searches



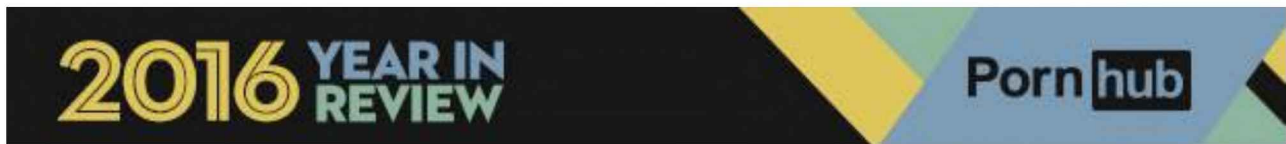
### Relative Searches

Searched more compared to world

- 1 pinay
- 2 pinoy
- 3 filipino

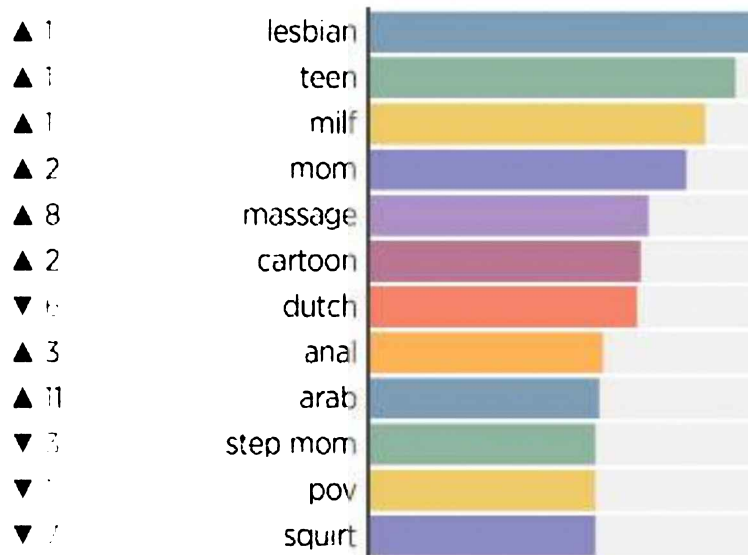
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Keeping it local this year, the Philippines top searches of 2016 were filled with terms like ‘pinay’, ‘pinoy’ (how Filipinas and Filipinos, respectively, refer to themselves) – both of which are also ranked number 1 and 2 in the country’s relative search terms, ‘pinoy jakol’, ‘filipina’ and ‘filipino’. When our Filipino fans are searching for the hottest babes on the Internet, those they’re seeking out most are Maria Ozawa and Mia Khalifa.



## NETHERLANDS

### Top 10 Searches of 2016



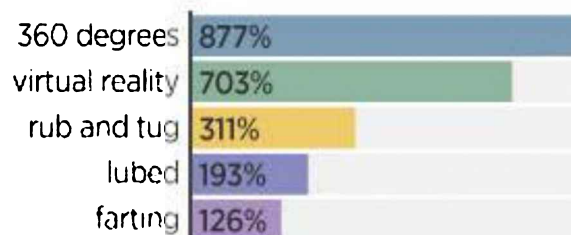
### Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Kim Holland
- 3 Brandi Love

### Top Gaining Searches



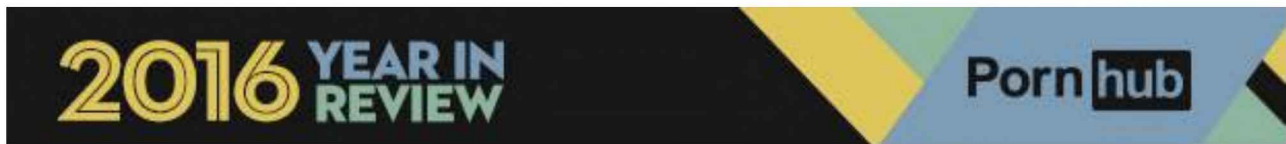
### Relative Searches

Searched more compared to world

- 1 netherlands
- 2 holland
- 3 dutch

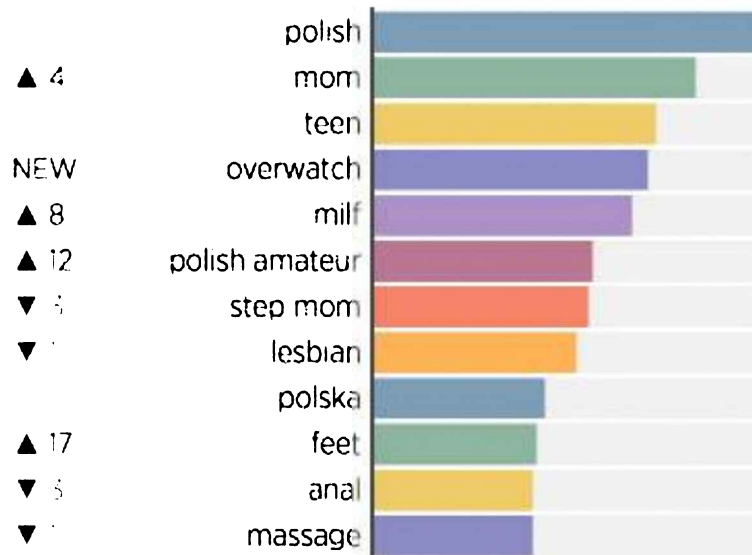
[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

Since last year searches for '360 degrees' and 'virtual reality' have increased by 877% and 703% in the Netherlands, respectively. Whereas last year the Dutch seemed to prefer cartoon porn, this year they've moved away from that fantasy, although 'cartoon' still ranks in at number 6 among the country's top searched terms. An addition to the list is 'Arab' which climbed 11 spots making it into the 9th spot this year. Gatestone Institute reported that the Netherlands have one of the largest Muslim populations in Europe, which could explain the increase in searches for 'Arab'.



## POLAND

### Top 10 Searches of 2016



### Top 3 Categories

- 1 Teen
- 2 MILF
- 3 Mature

### Top 3 Pornstars

- 1 Sasha Grey
- 2 Lisa Ann
- 3 Madison Ivy

### Top Gaining Searches



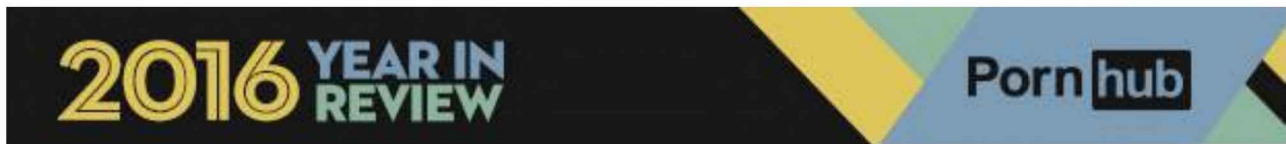
### Relative Searches

Searched more compared to world

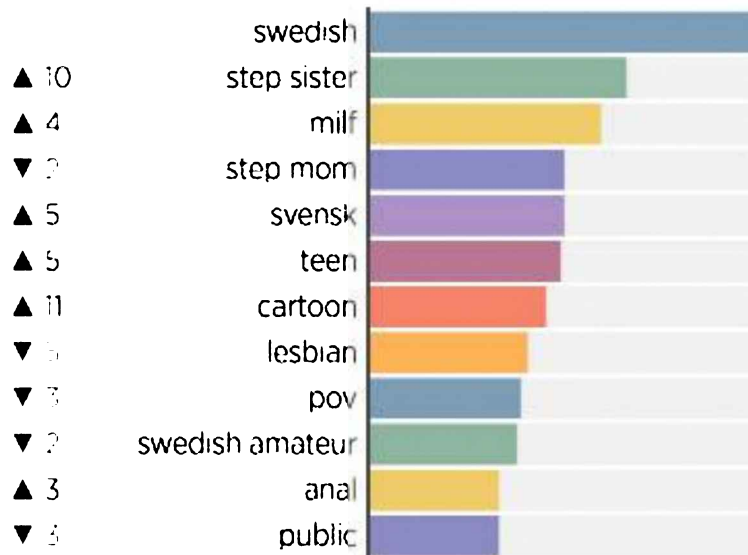
- 1 poland
- 2 polska
- 3 polish

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

It seems however that the Poles like their porn to be more on the mature side than some other countries. ‘MILF’ and ‘Mature’ are among the top viewed categories in the country, while ‘mom’, ‘milf’, and ‘step mom’ all rank in the country’s top 10 searches of 2016 as well. And when they aren’t searching for those terms they are on the lookout for anything related to their nationality with ‘Polish’ being the number one search term, and ‘poland’, ‘polska’ and ‘polish’ dominating the top relative searches.



## Top 10 Searches of 2016



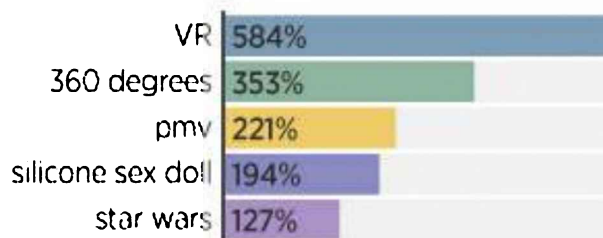
## Top 3 Categories

- 1 Anal
- 2 Teen
- 3 Lesbian

## Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

## Top Gaining Searches



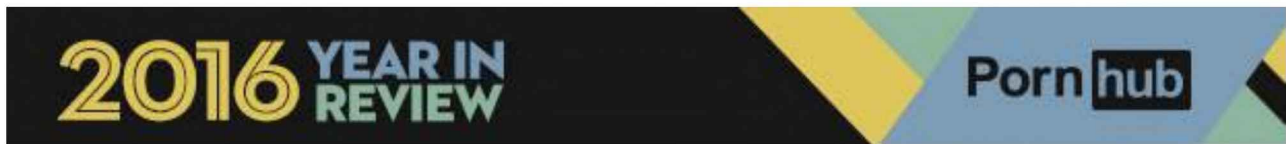
## Relative Searches

Searched more compared to world

- 1 swedish
- 2 svensk
- 3 swedish amateur

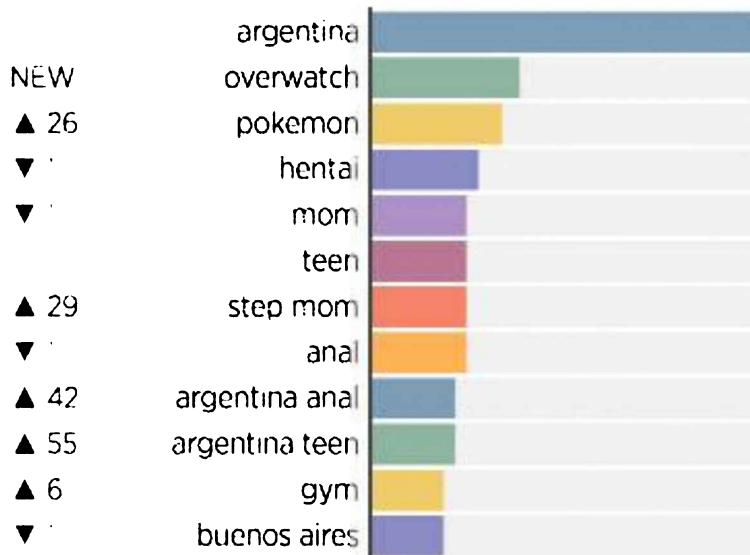
[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

Following suit with many other countries in our list, 'VR' and '360 degrees' are gaining huge popularity in Sweden. The searches have increased by 584% and 353%, respectively. 'Silicone sex doll' and 'star wars' are also huge among the swedes.



## ARGENTINA

### Top 10 Searches of 2016



### Top 3 Categories

- 1 Anal
- 2 Teen
- 3 Lesbian

### Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 3 Brandi Love

### Top Gaining Searches



### Relative Searches

Searched more compared to world

- 1 argentina
- 2 argentinas famosas
- 3 argentina casero

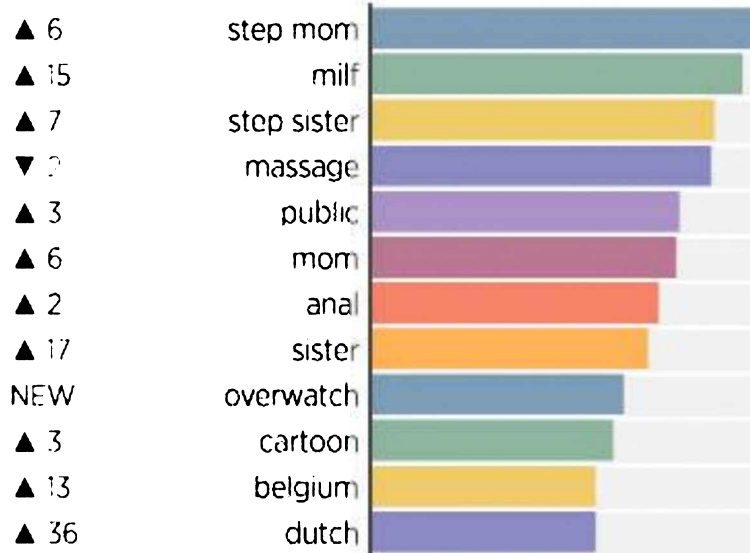
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Argentina became slightly more patriotic over the last year. Even 'pokemon' which jumped 26 spots this year to number 3 doesn't come close to the number one search – 'argentina'. It doesn't stop there, as the nation's top search terms also include 'argentina anal' and 'argentina teen' which increased 37% from last year. Be sure to check out our [Argentina Insights post](#) for a more in-depth look at this nation's porn preferences.





## Top 10 Searches of 2016



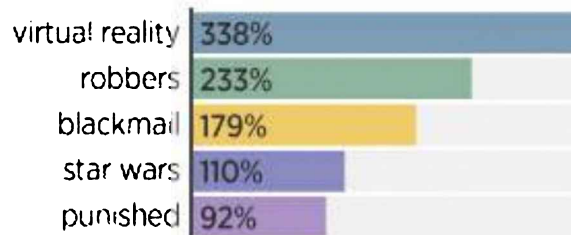
## Top 3 Categories

- 1 Teen
- 2 Lesbian
- 3 MILF

## Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

## Top Gaining Searches



## Relative Searches

Searched more compared to world

- 1 belgium
- 2 belgian
- 3 maman francaise

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

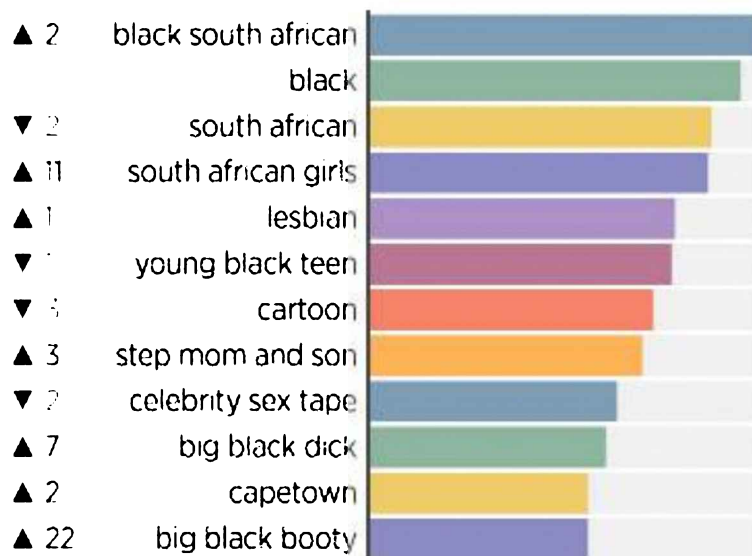
From 'step mom' to 'milf' to 'sister' or 'step sister' Belgium made a step-family affair of it this year. Seems they like their porn a little edgier than other nations, since 'robbers', 'black mail' and 'punished' all increased in popularity this year as well (233%, 179% and 92% – to be exact).





## SOUTH AFRICA

### Top 10 Searches of 2016



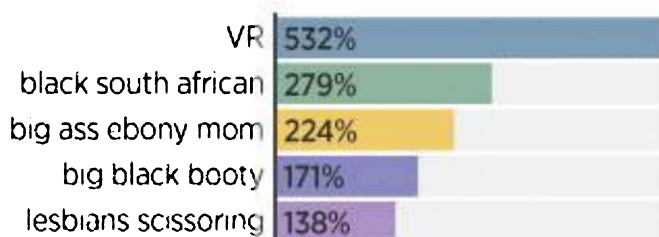
### Top 3 Categories

- 1 Ebony
- 2 Teen
- 3 Lesbian

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann

### Top Gaining Searches



### Relative Searches

Searched more compared to world

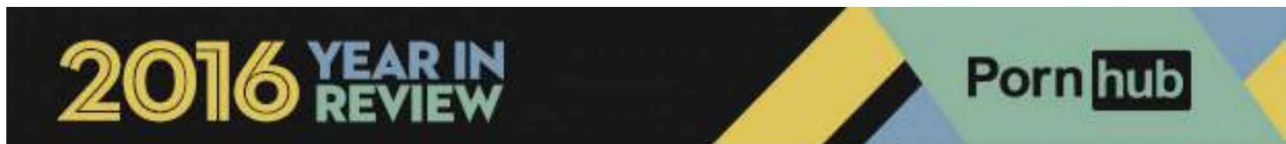
- 1 black south african
- 2 south african
- 3 capetown

[PORNHUB.COM/INSIGHTS](http://PORNHUB.COM/INSIGHTS)

And last but not least, popping its 'top 20 list' cherry, South Africa! Pushing Romania off the list for the first time since the beginning of Year in Review posts in 2013, South Africa rounds out our list for 2016 and it seems they are quite patriotic down there as well. Terms containing "South African" dominate the top searches list. And if your jam is 'black' anything, you have something in common with South Africans whose number one viewed category is 'Ebony.' 'Black south african', 'big ass ebony mom' and 'big black booty' all increased in popularity by (respectively) 279%, 224% and 171%.

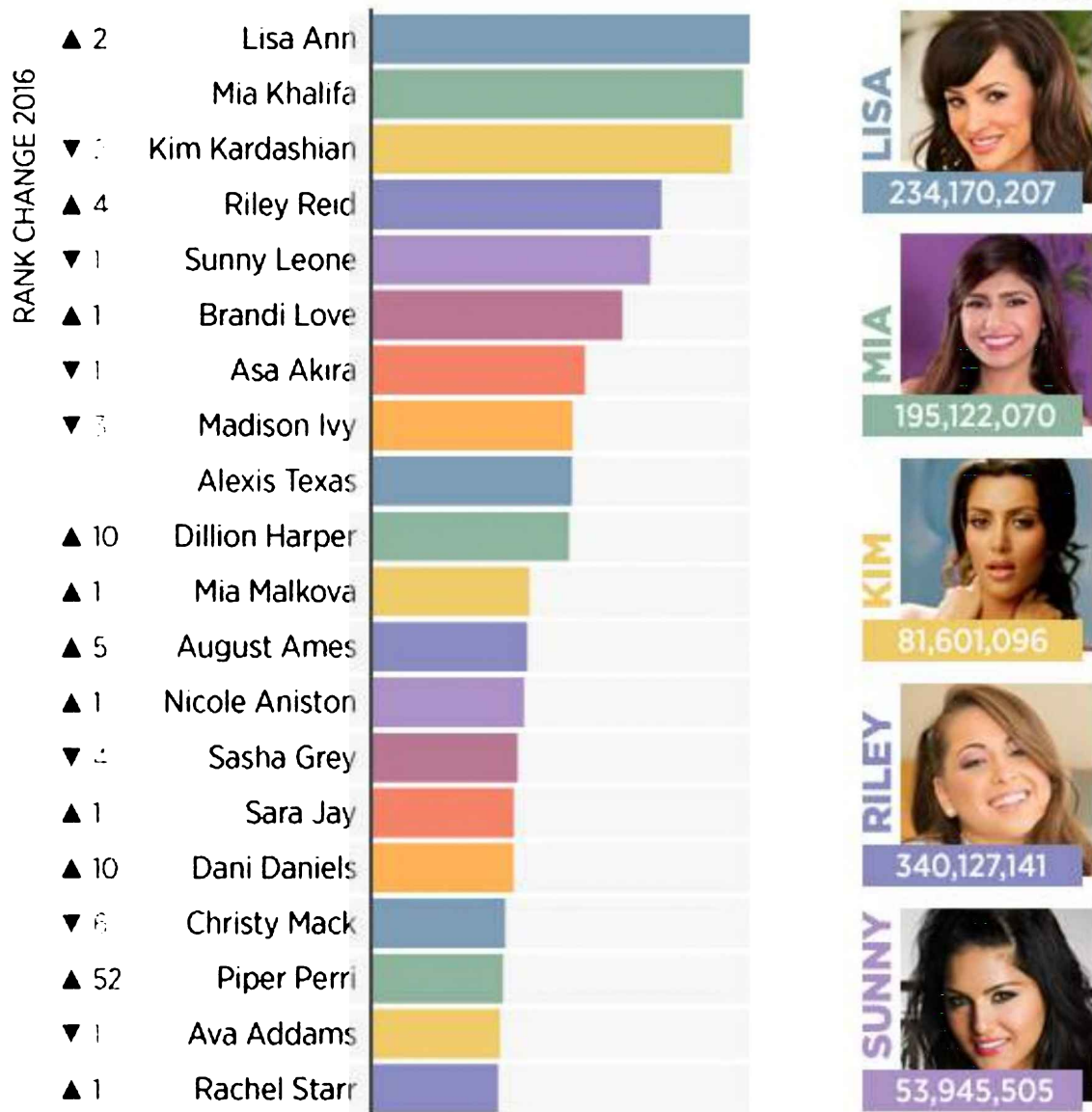
## DARING DIVAS

Kim K may be the star of Pornhub's most viewed video of all time, but she is no longer the most searched for pornstar on the site. Kim dropped 2 spots this past year sliding her way down to 3rd place, making way for everyone's favorite MILF queen- Lisa Ann (NSFW), and Lebanon's very own mega-babe Mia Khalifa (NSFW). Canada's most searched for pornstar Riley Reid (NSFW) also made it into the top 5 most searched stars on Pornhub. Some of 2016's up and cumming pornstars include Dani Daniels and Piper Perri, who jumped up 10 and 52 spots (respectively) to make the top 20 list this year.



## Most Searched for Pornstars

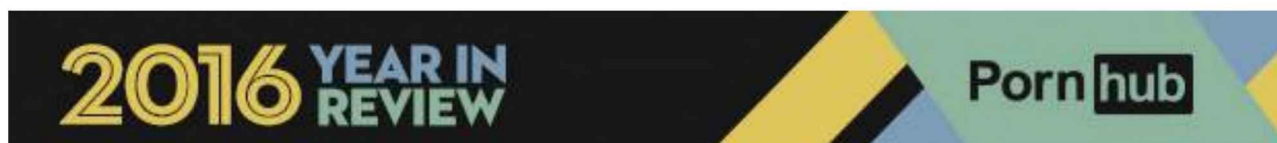
Video Views  
in 2016



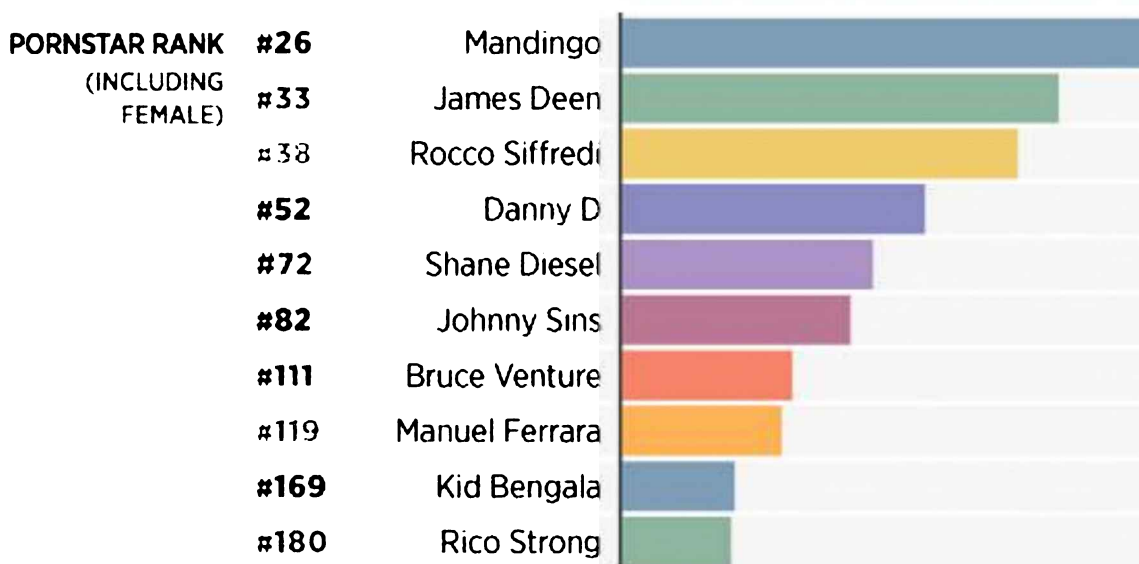
PORNHUB.COM/INSIGHTS

To give you an idea of just how much Pornhub viewers love these pornstars, let's take a look at the numbers. Although Lisa Ann was the most searched for Pornstar on Pornhub, the number of times her videos were viewed came second to Riley Ried's, whose videos were watched the most this year- an incredible 340,127,207 times (Lisa coming in at 234,170,207).

In third place with 195,122,070 video views is Mia Khalifa followed by everyone's favorite reality star, Kim Kardashian with 81,601,096 views this year. And closing out the top 5 is Bollywood babe Sunny Leone whose videos were viewed 53,945,505 views.



## Most Searched for Male Pornstars



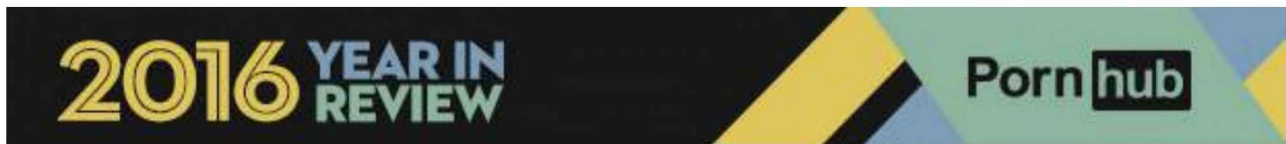
PORNHUB.COM/INSIGHTS

For those wondering, some of Pornhub's most searched for *male* pornstars include Mandingo (NSFW), in second place close behind is James Deen (NSFW) and Italian stallion Rocco Siffredi (NSFW) comes in at number 3. Although they rank high among male Pornstars, when looking at the most searched for Pornstars- male or female, these guys come in at number 26, 33 and 38. Rounding out the top ten list is Kid Bengala (NSFW) ranked 169, and Rico Strong (NSFW) ranked 180 overall.

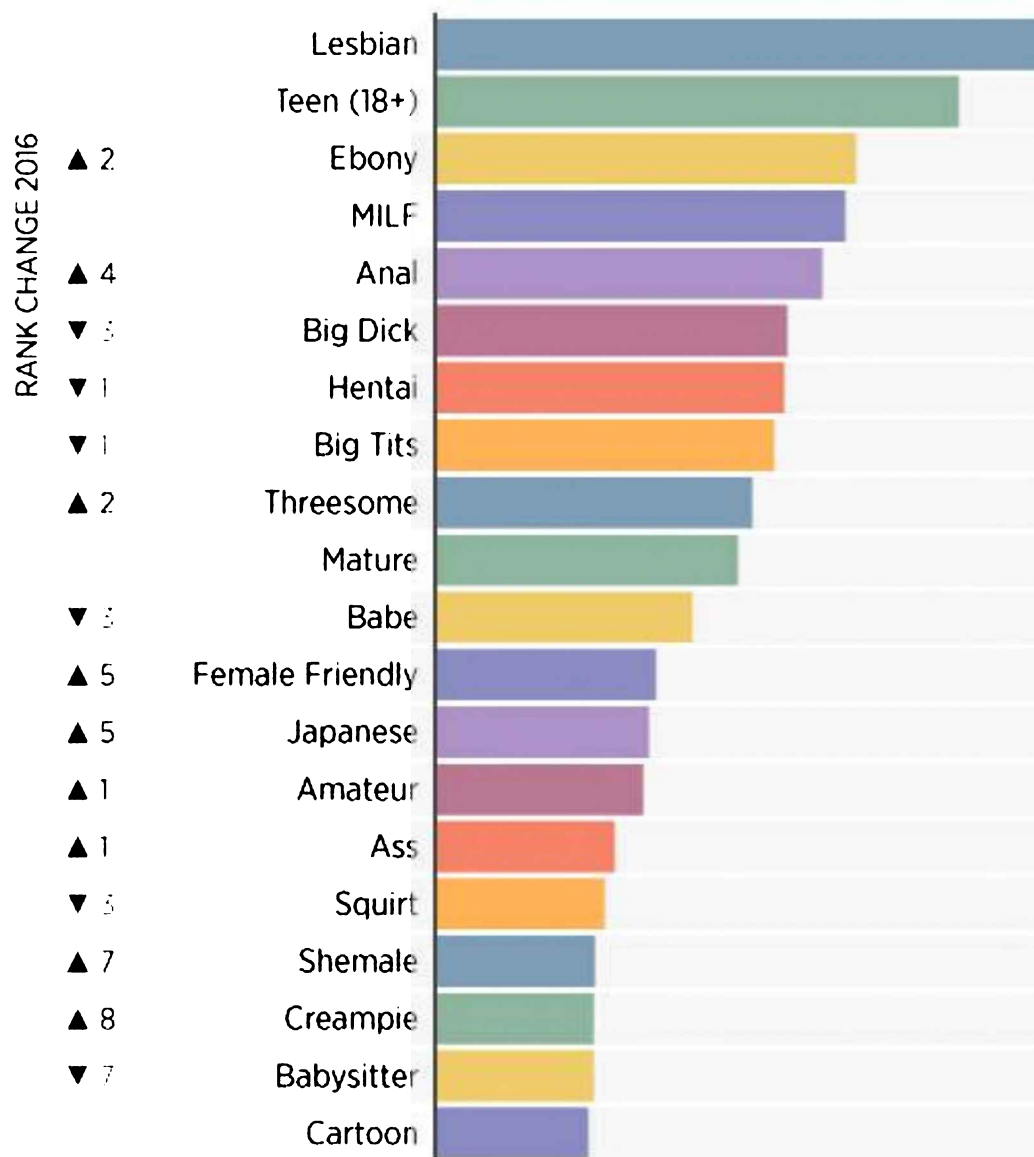
## CATEGORICAL ANALYSIS

The 'Lesbian' and 'Teen (18+)' categories held their ground this past year, both maintain their 1st and 2nd positions as the top viewed categories of

2016. Following close behind, in third place was the 'ebony' category and in 4th 'MILF'. Rounding out the top 5 was 'Anal,' jumping up 4 spots from 2015. Some new categories that made the list this past year were 'Shemale' and- one of Canada's favorites, 'Creampie' jumping 7 and 8 spots respectively. 'Cartoon' which was new to the list in 2015, and 'Babysitter' (down 7 positions from last January) close out this year's list of most viewed categories.



## Most Viewed Categories



PORNHUB.COM/INSIGHTS

The heat map below shows us exactly where in the world each category is the most popular. The four colors that stand out the most are red, light blue, orange and sage. Countries like Canada, the United States, Mexico, Australia, Norway and Colombia are all hitting up our 'lesbian' category the most. While South America, Russia, and a good portion of Western Europe

and Northern Africa are more common frequenters of Pornhub's 'anal' category. The sage color you see represents the higher proportion of views in the 'Ebony' category, which is more concentrated in Africa. And the orange that covers most of Asia, shows where the 'hentai' category gets the most love. There is still quite a bit of yellow spread throughout the map, which indicates a preference for the 'teen (18+)' category.



## The World's Most Viewed Categories



Check out these popular Insights posts from 2016 to learn what video categories are watched for the longest, and what categories are most popular with Pornhub Gay visitors.

## SOMEONE LIKE YOU

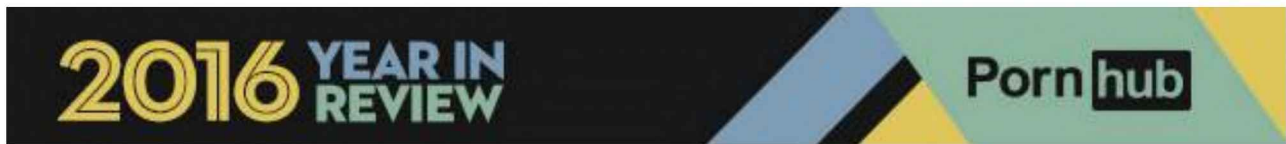
Everyone knows girls are made of sugar and spice, and guys are made of snails and puppy dog tails, but what makes each of them tick? If it weren't for our visitors – and of course, the help of our analytics tool that allows us



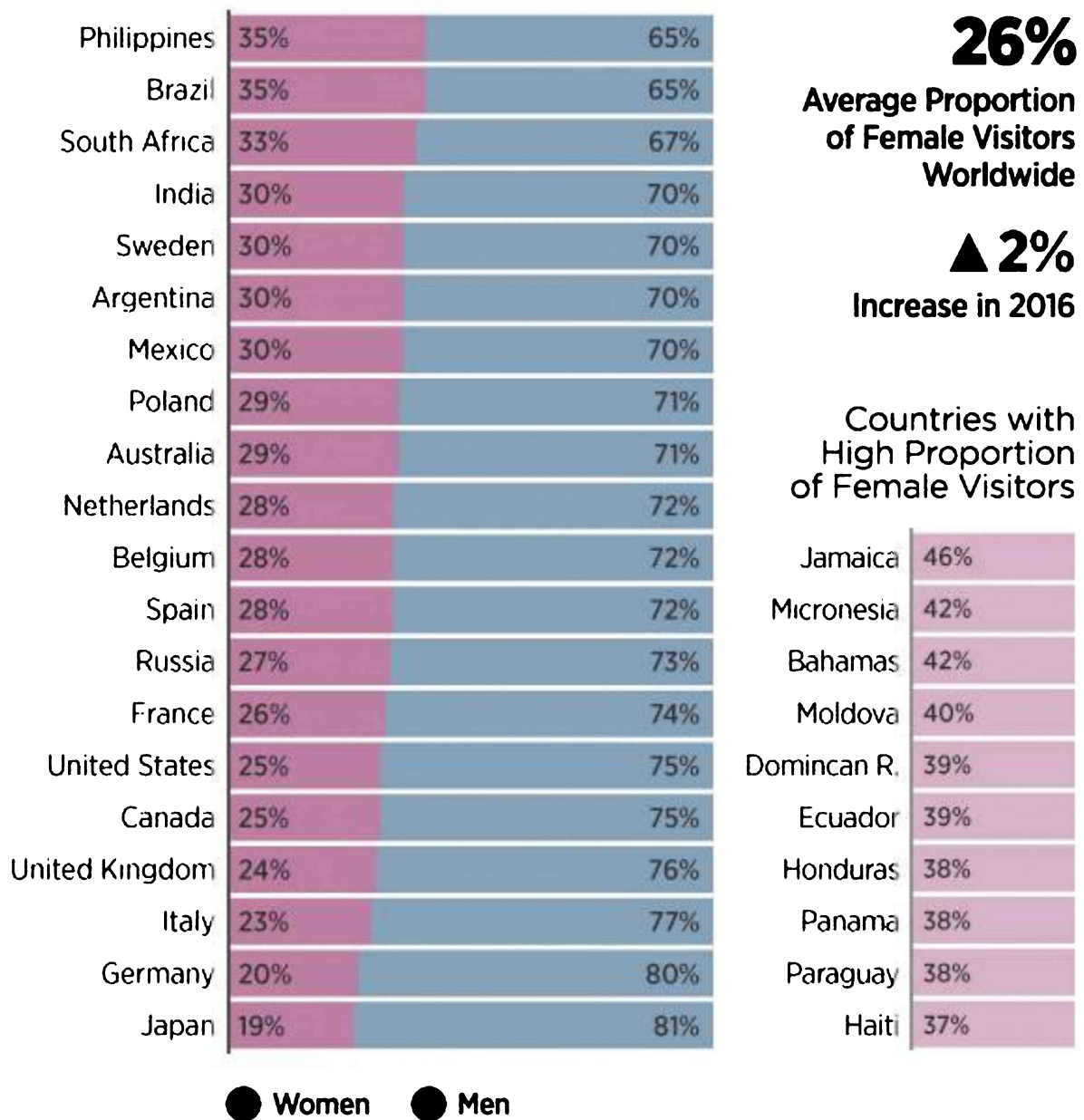
to pull anonymized data from our sites, we wouldn't be able to bring you some of our best Insights posts on the inherent differences between men and women when it comes to porn. Up next, we've compiled what seems to turn the ladies and the gents on the most when they visit Pornhub. And as always, ladies- who make up 26% of Pornhub's visitors worldwide, first.

## **WHAT WOMEN WANT**

Keeping in check with our top 20 countries, the Philippines who have been holding down the number one spot with the largest share of female viewers for the last two years, were blindsided by Brazil. Brazilian babes caught up to the Philippines, tying the reigning champs for first place with an impressive 35% of visitors to Pornhub from these countries belonging to the fairer sex. Top 20 newbie, South Africa came in at number 3 with an astounding 33% female viewership, pushing India 4th place, tied with Sweden, Argentina and Mexico (all with 30% female viewership). Countries like the United States, Canada, UK and Italy, all who were at the top of our top 20 countries fell closer to the bottom here. We took our search outside the top 20 countries and found that Jamaica actually had the highest proportion of female visitors in the world at 46%. Followed closely by Micronesia (a sub-region of Oceania) and Bahamas (both at 42%). “Women appear to be more in control of their sexuality and what excites them. It's interesting to note that the majority of the countries where female viewership is the highest are democratic countries” says Dr Laurie, “this trend will hopefully continue, to the point where women have as much control of their sexuality as men”.



## Proportion of Female Visitors



PORNHUB.COM/INSIGHTS

Interestingly enough it seems that there are more female visitors down south than in the rest of the world. If we were to look at countries north of the equator most are predominantly male visitors.

**2016** YEAR IN REVIEW

Pornhub

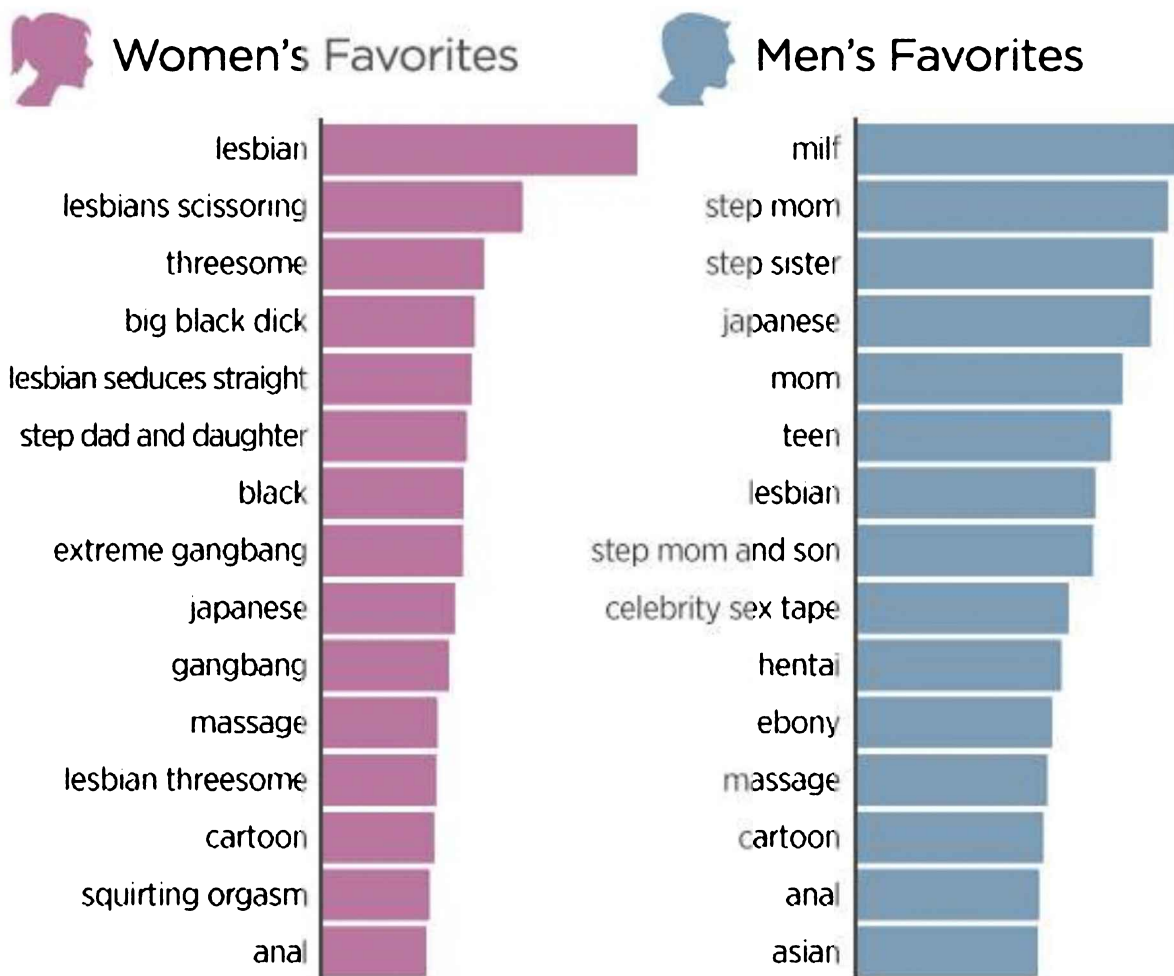
## Proportion of Female Visitors Worldwide



Moving on to search terms. Women seem to have a lot of love for 'lesbian' porn. The term dominated women's top searches. From 'lesbian scissoring' to 'lesbian seduces straight' even to 'lesbian threesome' there was a definite request for anything female on female among our female viewers. And while the ladies' preference was 'Lesbian' by a long shot, the difference in numbers between men's most popular searches is less apparent. 'MILF' is the number one searched term by dudes visiting Pornhub, followed very closely by everything and anything step-family related- namely 'step mom', 'step sister', 'mom', 'step mom and son'.



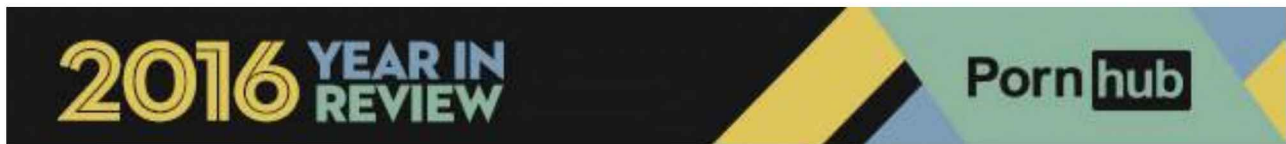
## Most Searched for Terms by Gender



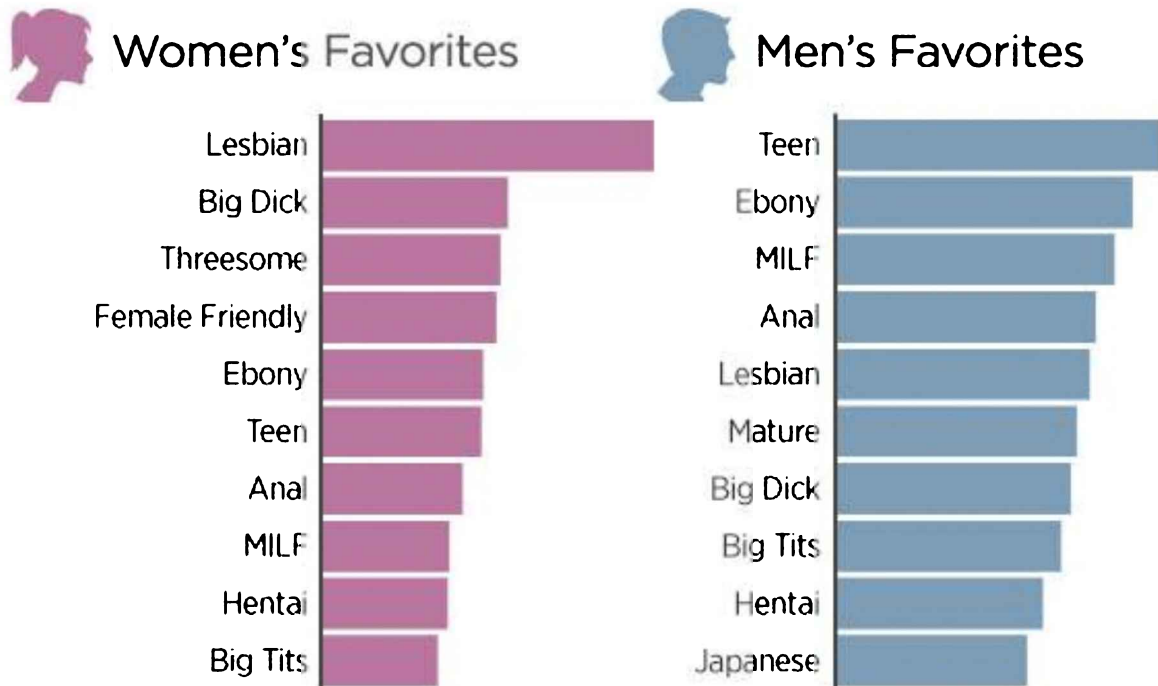
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Naturally, there's a considerable difference in categorical preferences between men and women as well. Once again, women are drawn to the 'lesbian' category whereas men are more interested in viewing videos in the 'teen' and 'ebony' categories. "Looking at the statistics, one might assume that women who are bi-curious are turning to Pornhub for education, ideas, validation and inclusion" says Dr Laurie. Although the number 1 category for each gender is very different from the other, there are many similarities in the two lists. It seems both parties have an affinity for 'big dicks', 'MILF', 'anal', 'big tits', and 'hentai'. There are some terms however

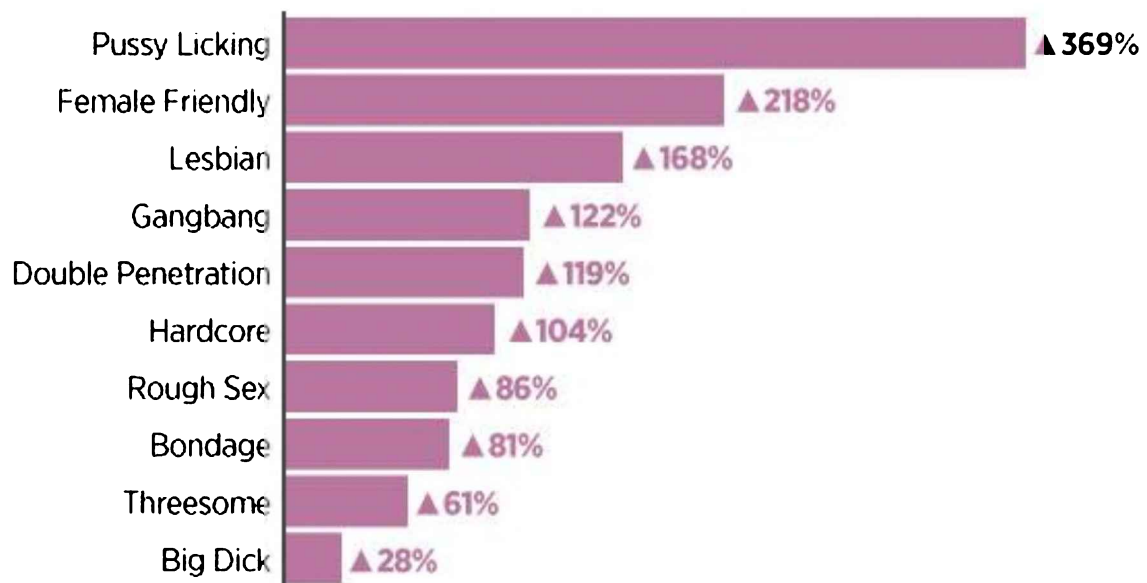
that universally more searched for by women than men. One that takes the cake is 'pussy licking'. Gentlemen take note, women are enjoying content in the 'pussy licking' category 369% more than you are. The 'female friendly' and 'lesbian' categories follow with 218% and 168% more popularity with women, respectively.



## Most Viewed Categories by Gender



## Viewed More Often by Women Compared to Men

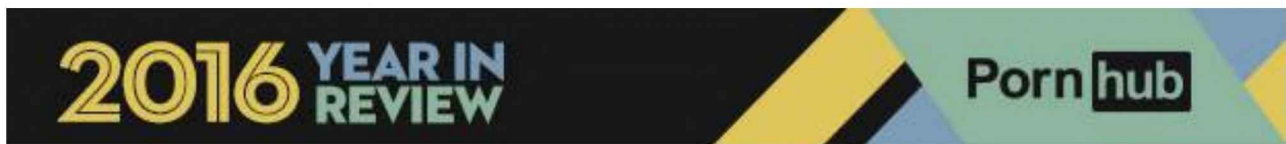


PORNBUB.COM/INSIGHTS

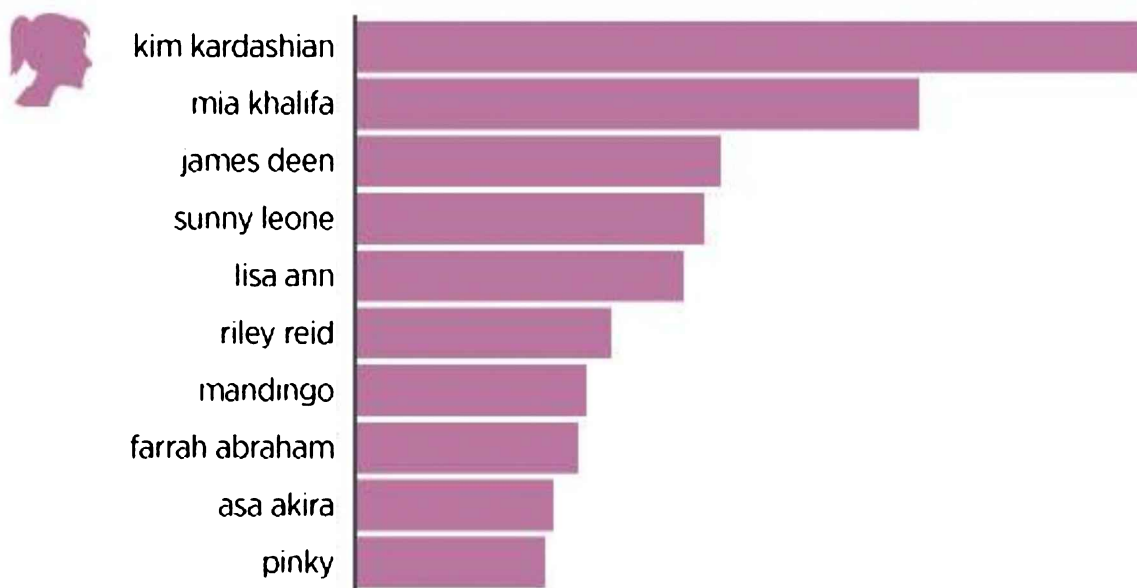
In 2016 Kim Kardashian remained the most searched for Pornstar by women. However, Mia Khalifa shot up into second place, not too far



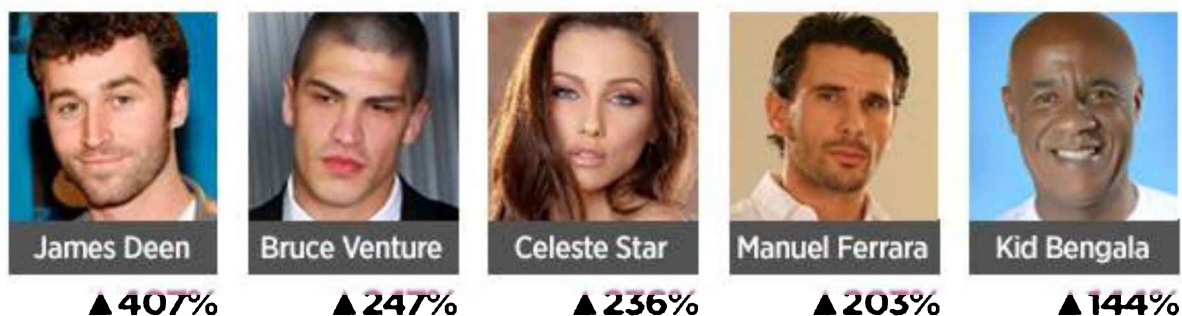
behind Kimmie K. She also beat out James Deen (NSFW) who came in third and MILF queen Lisa Ann, fifth behind Sunny Leone. Not surprisingly, James Deen was more popular among the ladies than the men (searched 407% more by the ladies). Bruce Venture (NSFW) and Celeste Star (NSFW) were also searched more often by women compared to men (247% and 236% more, respectively).



## Most Searched for Pornstars by Women



## Searched More Often by Women Compared to Men



[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

To learn more about what makes Pornhub's female visitors tick, check out



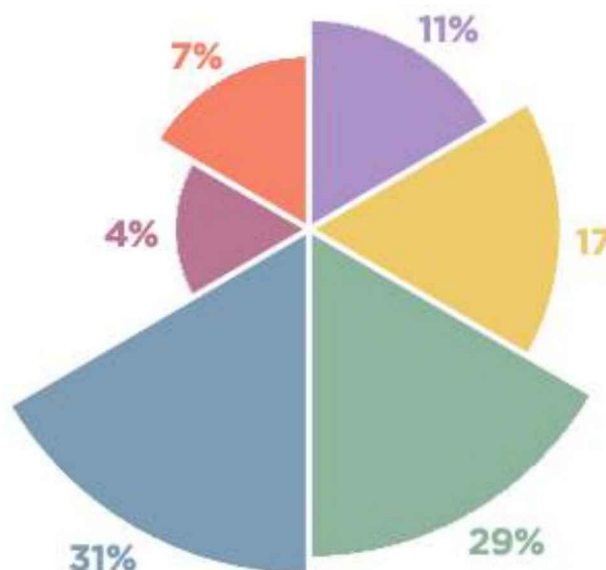
these popular Insights posts from 2016.

## AGE IS BUT A NUMBER

The majority of Pornhub visitors are millennials– comprising an impressive 60% of viewership, to be exact. As we climb up through the age brackets, the percentage of visitors to our site, drops. For instance, seniors aged 65+, make up the smallest percentage of our visitors, at 4%. You will notice however, that depending on the country in question these numbers may vary. In India for example, the proportion of viewers between 18 and 24 is much higher than in Spain, where majority of users are aged between 25 and 44.



## Age of Pornhub Visitors

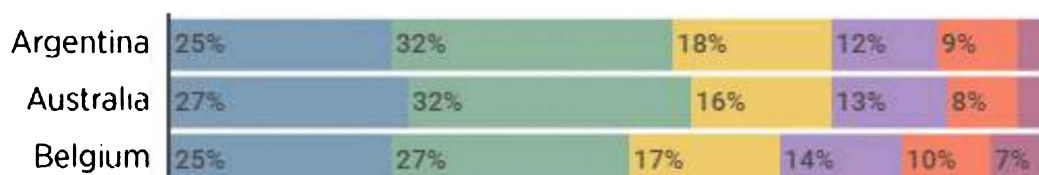


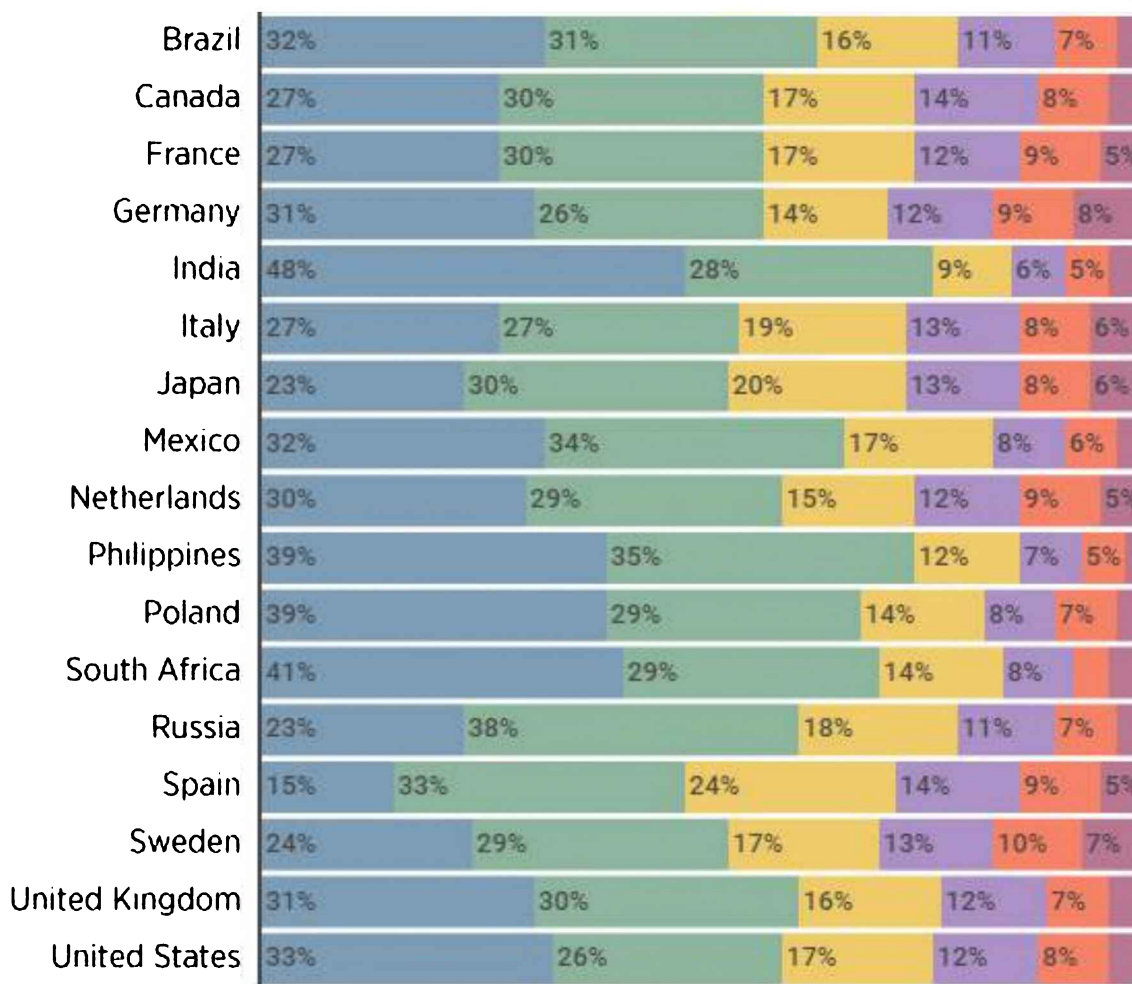
## 35 years old

Average Age of Pornhub Visitors

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65+

## Age Proportions in Top 20 Traffic Countries





**PORNBHUB.COM/INSIGHTS**

We took a look into each one of our age brackets, to see what each group was searching for most, their top gaining terms and highest relative categories compared to other ages – the results, very interesting. ‘Lesbian’ makes it to the top two for our viewers aged between 18 and 44, but is the number one search term for 18 to 24 year olds. ‘Japanese’ comes in at number one for 25-34 and 35-44 year olds. “It seems people generally seek out that which is either very familiar or the polar opposite of their day to day reality” says Dr Laurie. “It’s not surprising that younger viewers seek out scenarios that they probably have not yet tried but are curious about, and the older ones look for scenarios that in a perfect world, could happen to them, with age appropriate partners.”

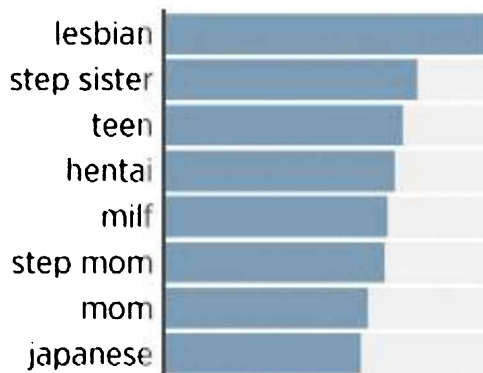
It seems that everyone over the age of 45 is looking for ‘MILF’ porn the

most. Our middle age viewers are also searching for ‘step mom’ and ‘lesbian’ content in high amounts, while our seniors (65 and up), are more into ‘granny’ porn than their younger counter parts. ‘Overwatch’ is among the top gaining searches for 18–24 year olds (+833%), probably because they are the ones most likely to be playing (or interested in) the game. ‘VR’ was also a popular top gaining term in 2016 (+721% for 25-34 year olds and +832% for 45-54 year olds). The ‘double penetration’ category is significantly more popular among the 25-34 age group while the ‘mature’ category got considerably more views from users over the age of 65 (109% more than other age groups).



## Popular Searches by Age Group

### 18 - 24



### Top Gaining Searches

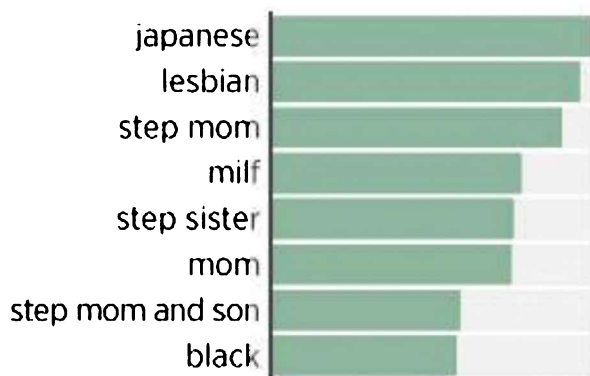
overwatch ▲833%  
mmd ▲625%  
harley quinn ▲296%

### Relative Categories

Viewed more compared to other ages

Hentai 137%  
Cartoon 80%  
Ass 66%

### 25 - 34



### Top Gaining Searches

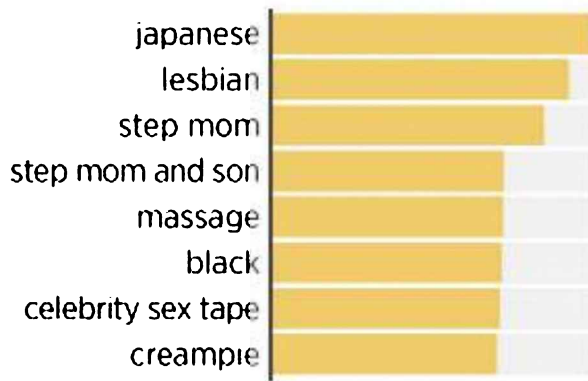
VR ▲721%  
mmd ▲587%  
star wars ▲291%

### Relative Categories

Viewed more compared to other ages

Double Penetration 23%  
Virtual Reality 17%  
Anal 13%

## 35 - 44



## Top Gaining Searches

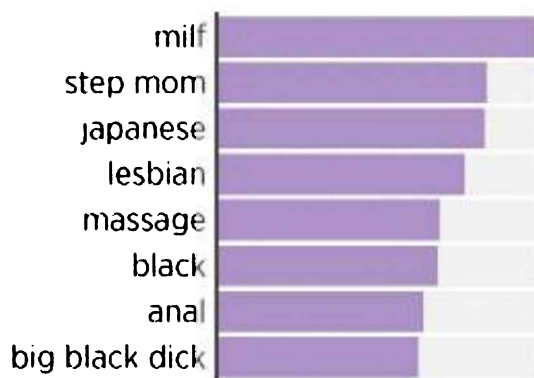
360 degrees ▲730%  
robbers ▲484%  
family therapy ▲346%

## Relative Categories

Viewed more compared to other ages

Anal 28%  
Amateur 26%  
BBW 24%

## 45 - 54



## Top Gaining Searches

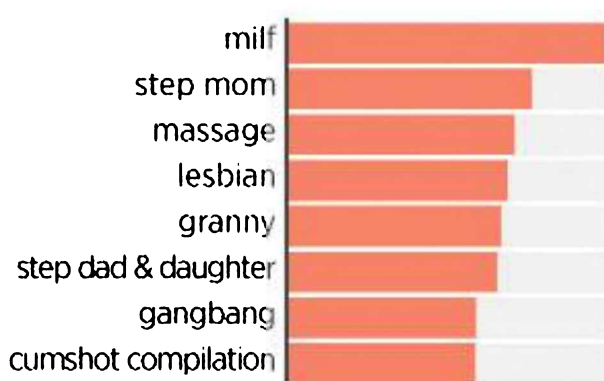
VR ▲832%  
robbers ▲466%  
20 inch dick ▲243%

## Relative Categories

Viewed more compared to other ages

Mature 43%  
Shemale 32%  
Japanese 29%

## 55 - 64



## Top Gaining Searches

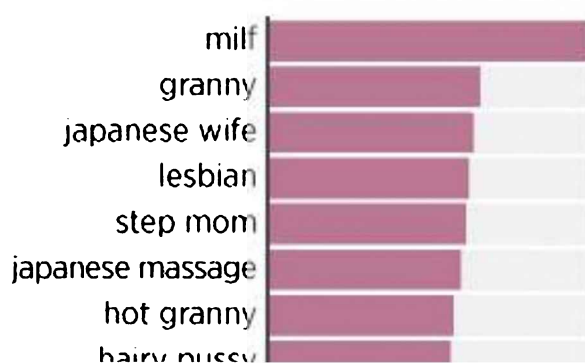
naked yoga ▲283%  
japanese beauty ▲194%  
20 guy creampie ▲155%

## Relative Categories

Viewed more compared to other ages

Mature 85%  
Old/Young 62%  
MILF 45%

## 65+



## Top Gaining Searches

japanese massage ▲645%  
couple having sex ▲322%  
60 year old granny ▲240%

## Relative Categories

Viewed more compared to other ages

Handjob 142%  
Mature 109%  
Old/Young 85%

man y pussy

Old/ Young 94%

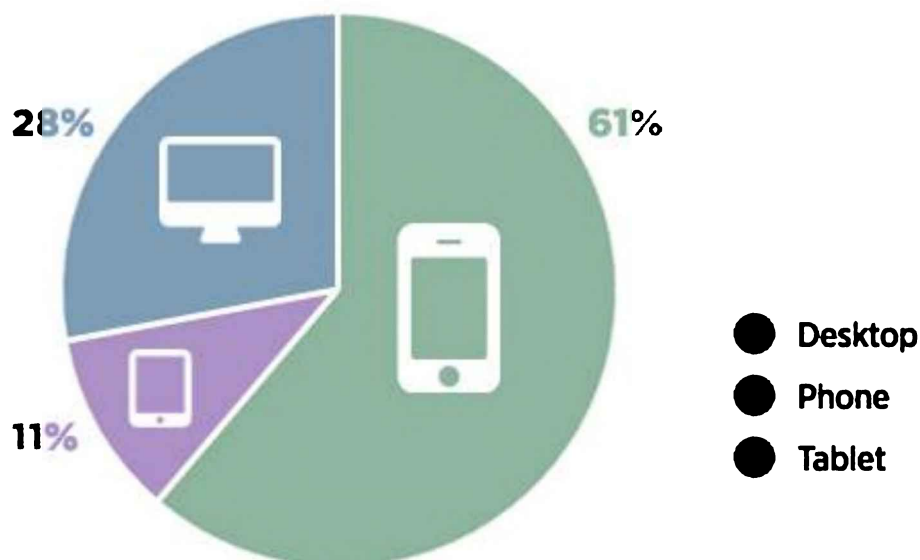
PORNHUB.COM/INSIGHTS

## DIGITAL DEVICES

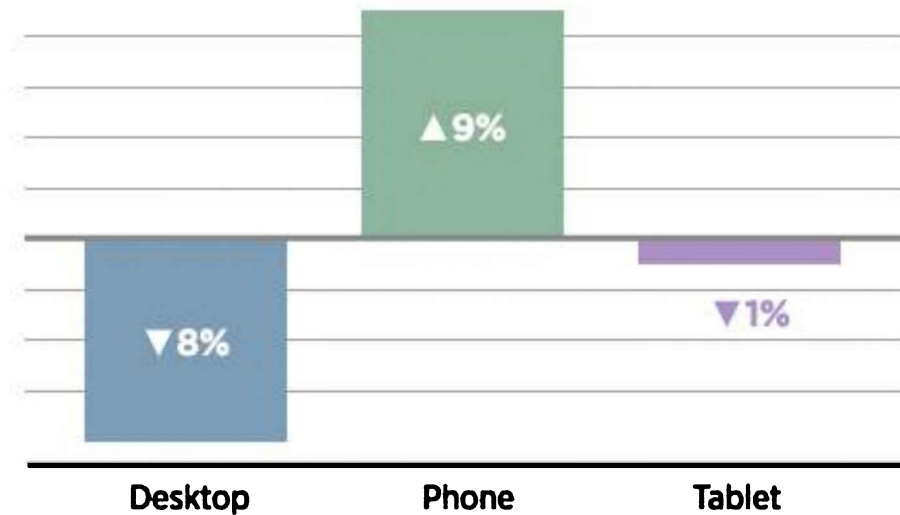
As we touched on earlier, visits to Pornhub from smartphones are continuously on the rise. In 2016, traffic to our site from these types of devices increased from 53% up to 61%, stealing shares from desktop which dropped 8% from a year ago. Tablet is the one device to remain almost at par from 2015. Two countries that have seen the highest increase in mobile traffic include Cuba and Turkey. Cuba seeing an increase of 310% – possibly because diplomatic relations between the US and Cuba were restored earlier in 2016, there might have been an ease in restrictions (may be more phones or more wireless companies on the market?). In third was Sudan, trailing far behind the top two countries with an increase of 87% in mobile traffic share. Ukraine and Belarus experienced a 75% increase in mobile traffic and Armenia rounded out the top ten list with an increase of 65%.



## Traffic by Phone, Desktop & Tablet



## Change in Traffic Share from 2015 to 2016



## Countries with Increases in Mobile Traffic Share



**PORNHUB.COM/INSIGHTS**

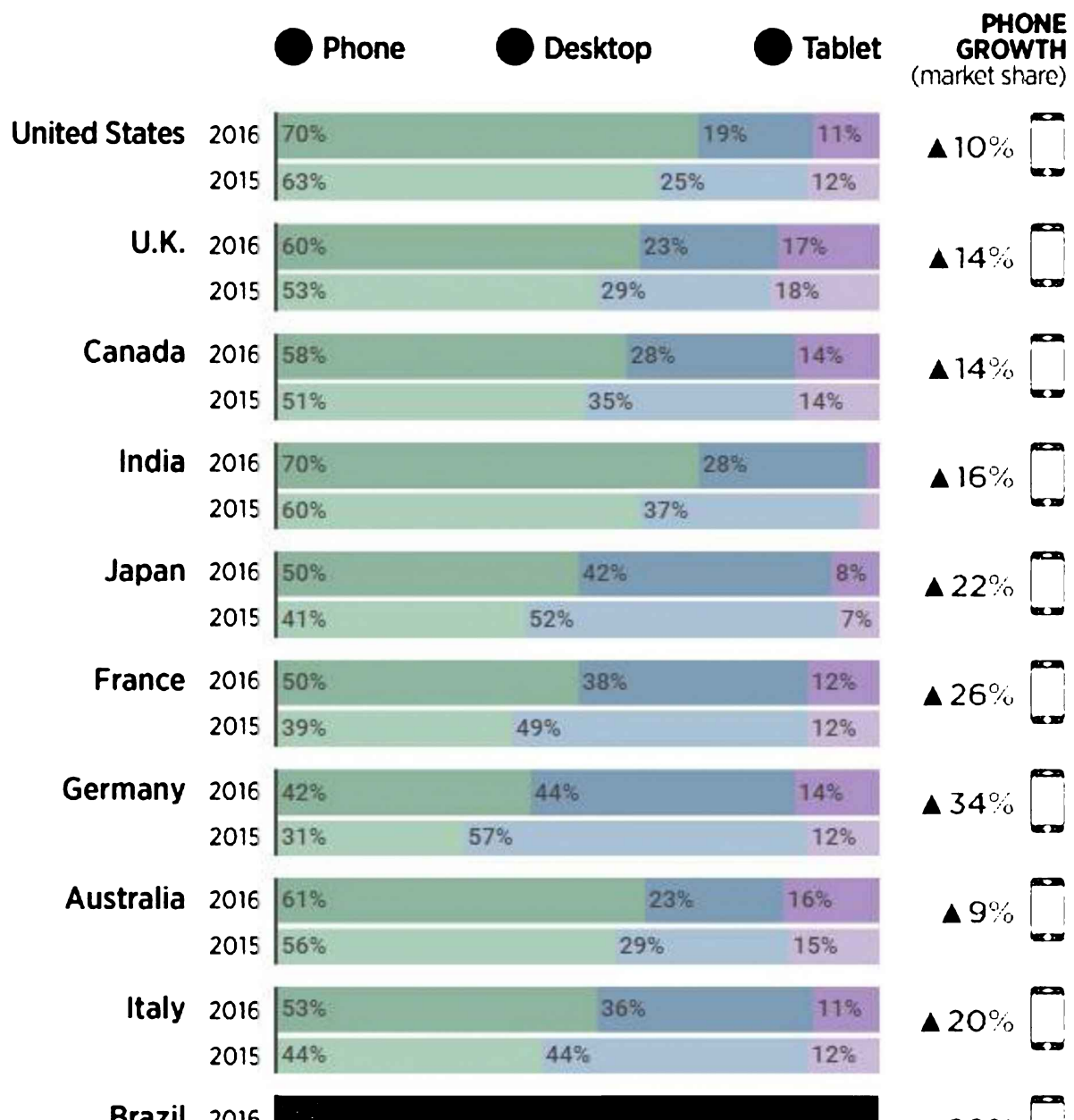
If we take a closer look at our top 20 countries, our new friends in South Africa drove the most traffic to the site through smartphones (73%), which equates to a 15% increase in market share from 2015. The USA, India and the Philippines are not far behind each with an impressive 70% of hits to the site coming from smartphones. Although countries like Russia, Germany and Belgium had relatively low usage rates on smartphones (34%, 42%, and 42%, respectively), they all experienced growth in their



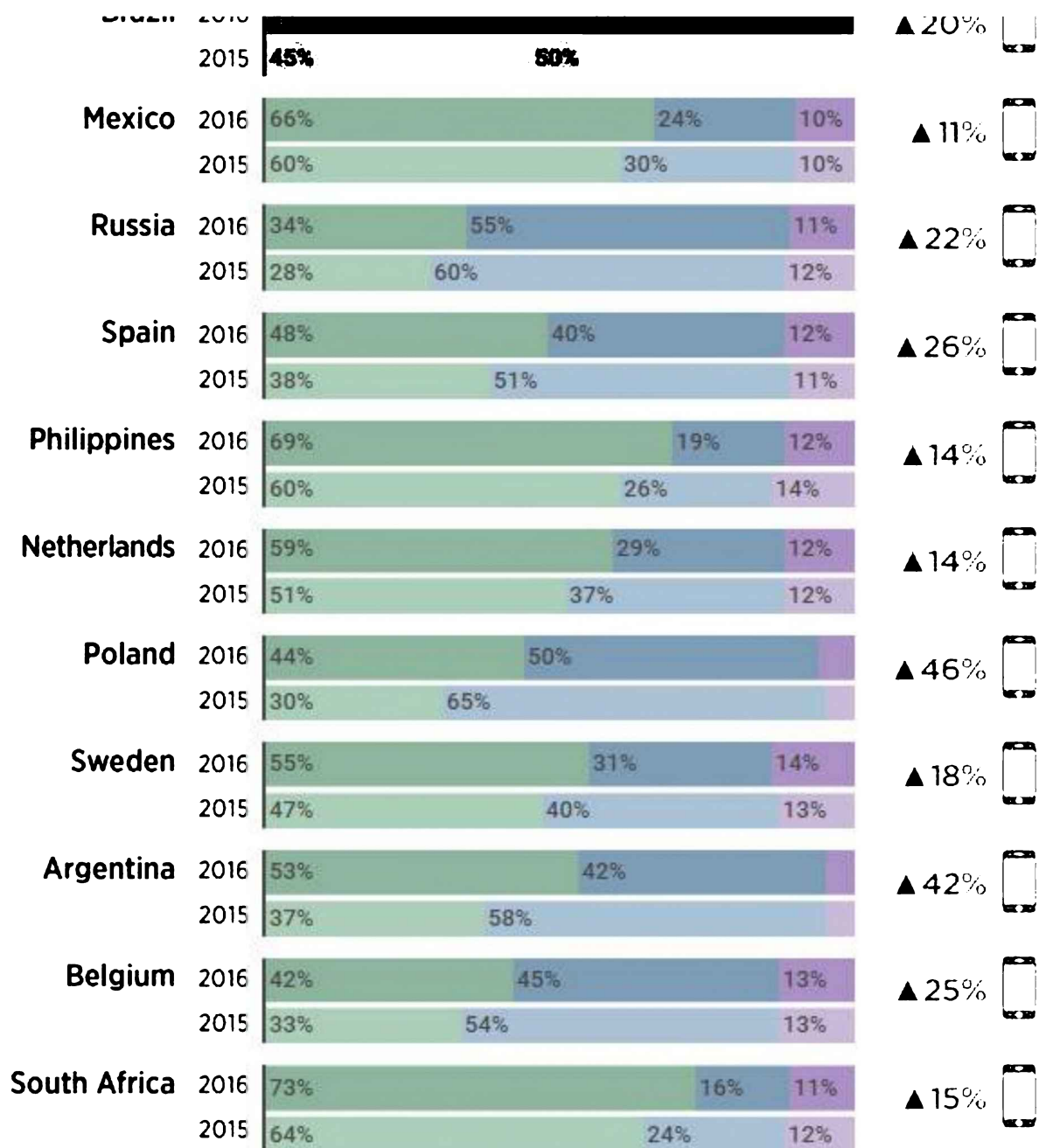
respective mobile market shares. The countries that experienced the highest growth in smartphone traffic however, are Poland (+46%) and Argentina (+42%). The least amount of growth occurred in Australia– but nonetheless still increased, by 9%. Want to know more about mobile traffic, check out our insights post [Porn on the Go: Mobile Traffic Takeover](#).



## Traffic by Phone, Desktop & Tablet







PORNHUB.COM/INSIGHTS

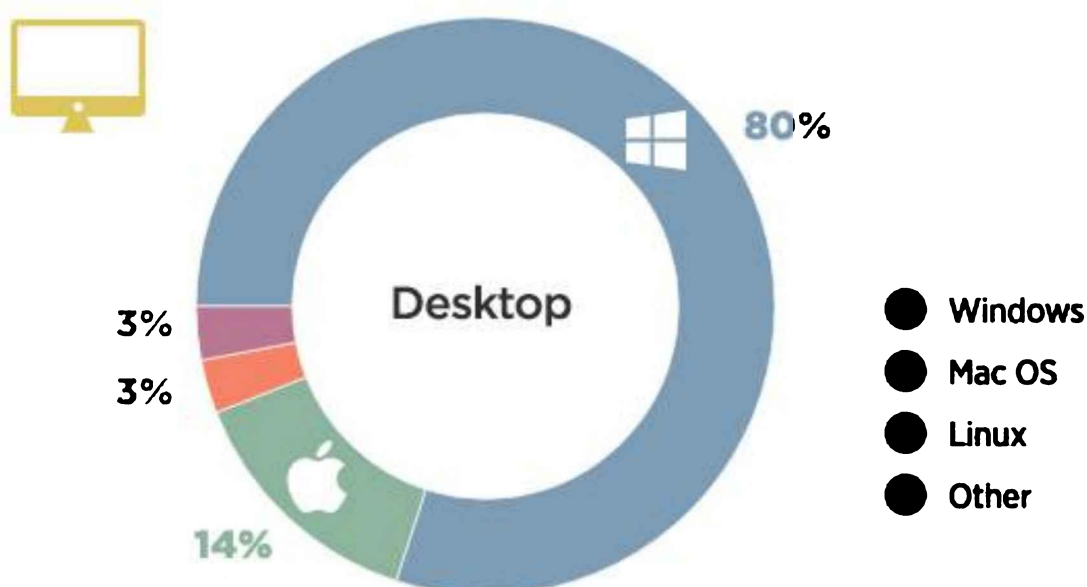
## OPERATING SYSTEM UPDATE

When it comes to porn, we usually ask if you're more into ass or tits, though the increasingly more important question when it comes to porn consumption is Apple or Android? And Pornhub never misses a chance to report on the different behavior between different OS users. So looking back at 2016, we (of course) dug into the difference in traffic and tastes by operating systems. Let's start with desktop. While Windows continues to

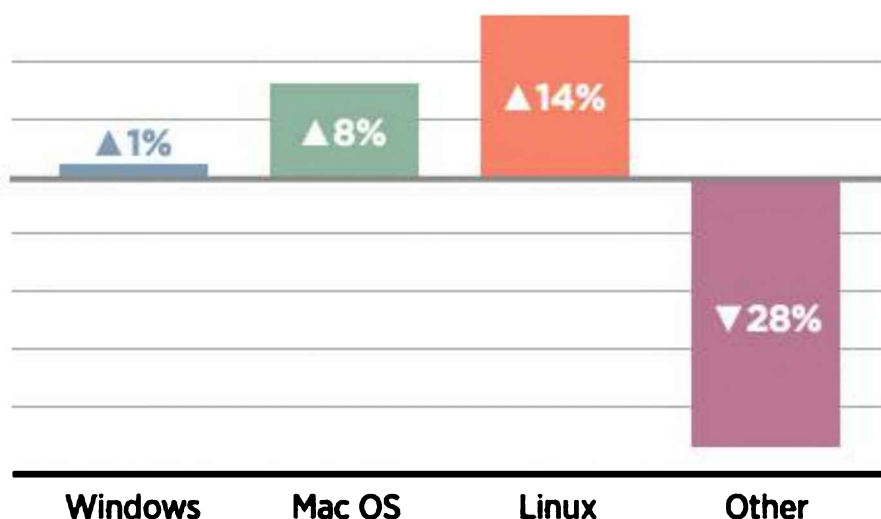
dominate when it comes to which operating system users count on to watch Pornhub (about 80% of desktop users), Mac OS and Linux are on the rise, with Mac OS up 8% in traffic share and Linux up an impressive 14%.

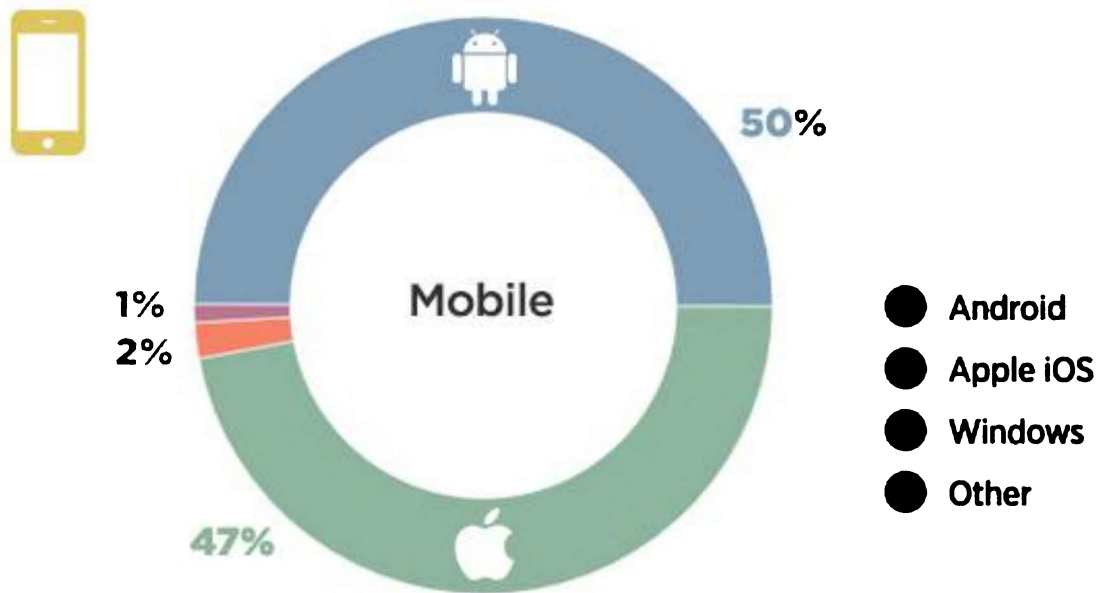


## Traffic by Operating System

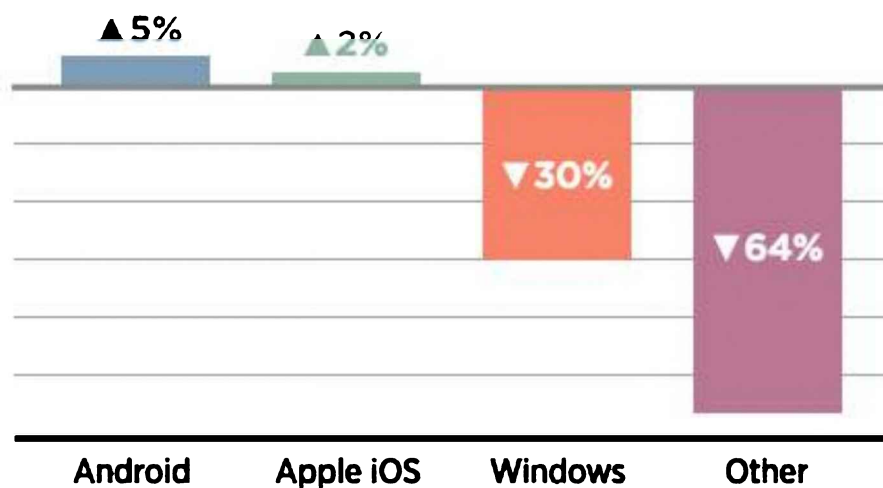


## Change in Traffic Share from 2015 to 2016





## Change in Traffic Share from 2015 to 2016



PORNHUB.COM/INSIGHTS

Moving onto mobile. The playing field is pretty even here, with Android and Apple iOS almost at par with one another. Android leading with 3% more users on Pornhub than Apple iOS (47% of Pornhub's mobile users). Android's mobile market share has increase by 5% over the last year.

## BATTLE OF THE BROWSERS

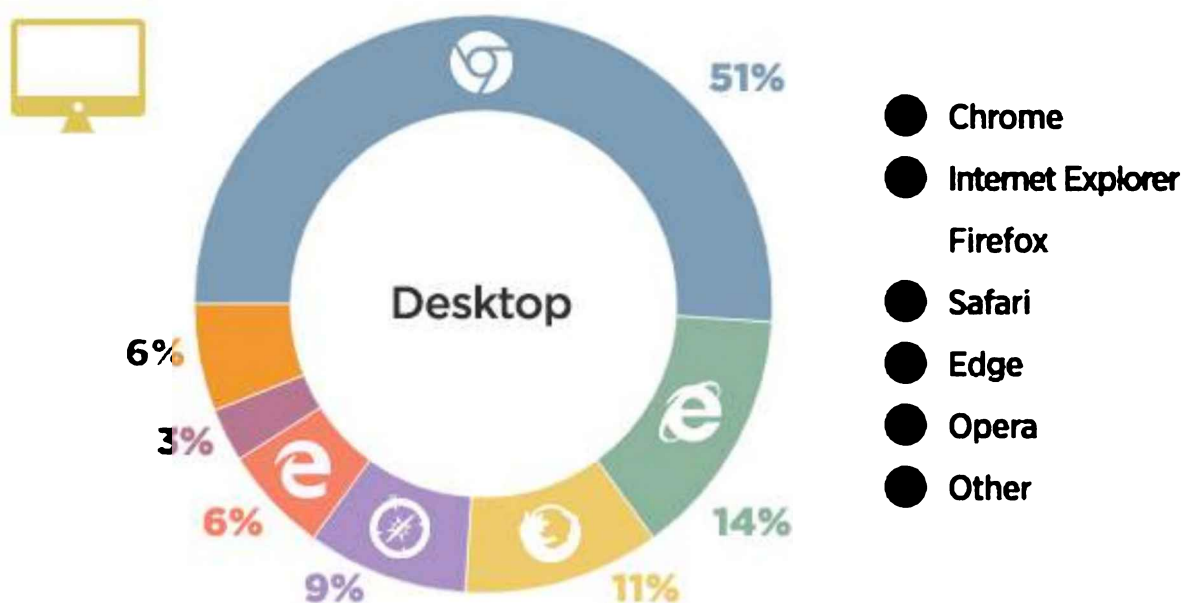
If you asked people on the street which browser they use while on desktop and which they use on mobile, the answer will most likely be different for

each. 51% of desktop users seem to prefer watching their porn from Chrome, whereas mobile users are torn between Chrome and Safari (each browser holding 43% of Pornhub users). Let's take a closer look, beginning with desktop.

Chrome is the number 1 web browser being used by Pornhub viewers on desktop and they've gained a small 5% of the market share this year. Nothing compared to Edge (the default browser shipped with Windows 10), usage which grew by 845% this year, although they still come in 5th place when we look at the percentage of user traffic from the browser. Coming in at number 2 (by a long shot) is Internet Explorer with 14% of Pornhub fans using it for their daily viewings. Although they are in second, they have lost a big portion of the market, dropping 21% of their shares, although we suspect many of those users migrated to Microsoft's new Edge browser. Firefox- also losing a chunk of their traffic share (35%, to be specific) is the browser used 3rd most by Pornhub viewers.

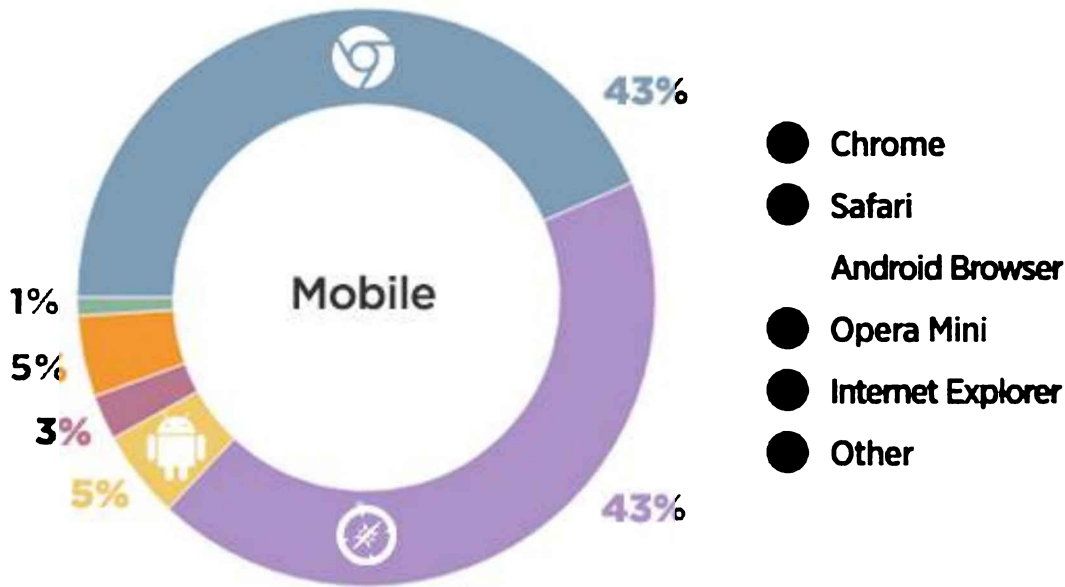
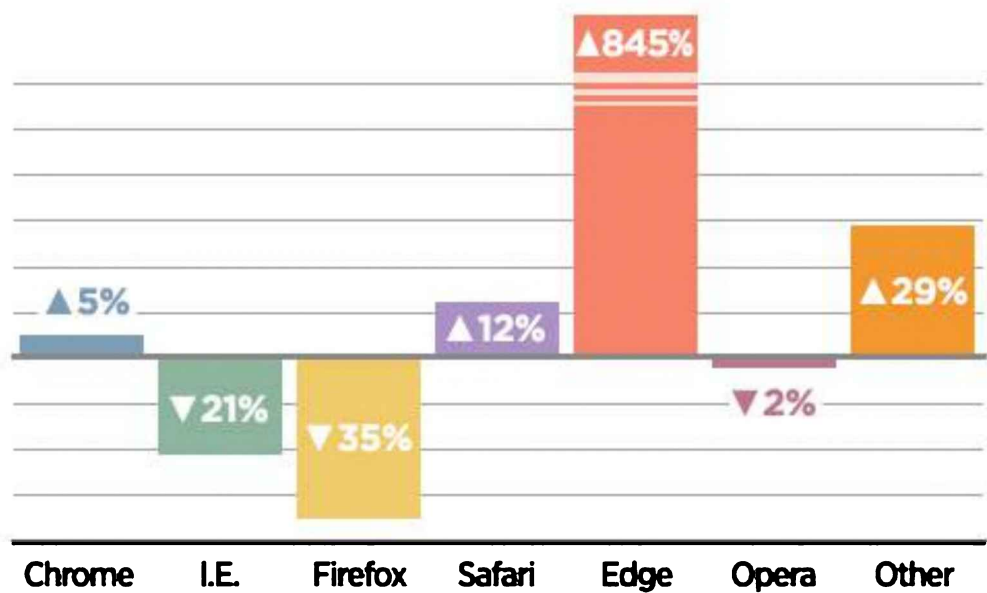


## Traffic by Web Browser

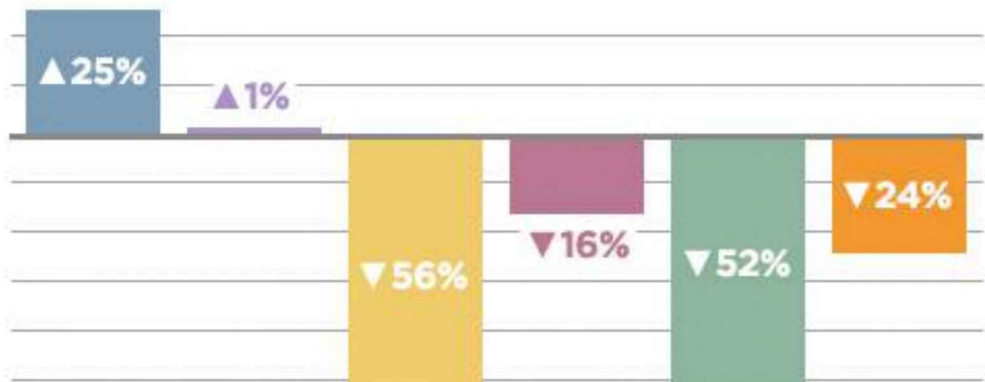


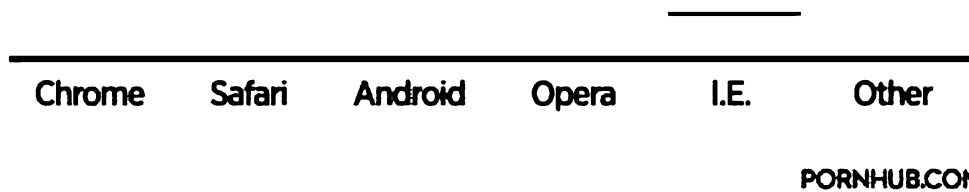
Change in Traffic Share from 2015 to 2016

Change in Traffic Share from 2015 to 2016



Change in Traffic Share from 2015 to 2016





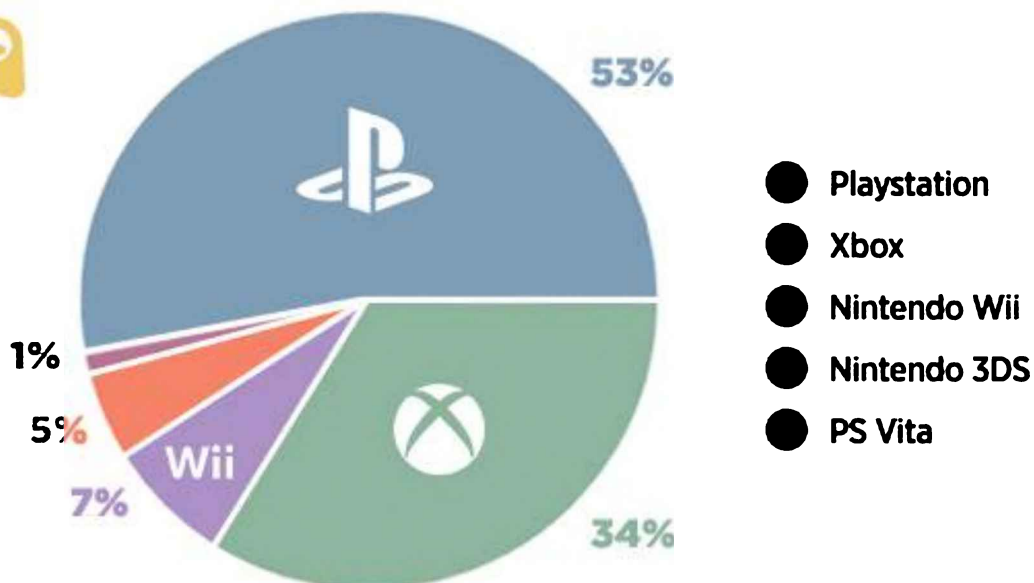
Looking now at which mobile browsers are preferred by Pornhub viewers, Chrome and Safari are tied, each claiming 43% of users. However Chrome has gained 25% of the traffic share while Safari has only gained 1%. Android's Browser taking the biggest hit of them all, down 56% this year. This seems to be a global trend, [Statcounter](#) reports that although Chrome has been growing over the last 12 months, it is clear that traffic from Android's Browser has dropped by approximately 55%.

## FUN AND GAMES

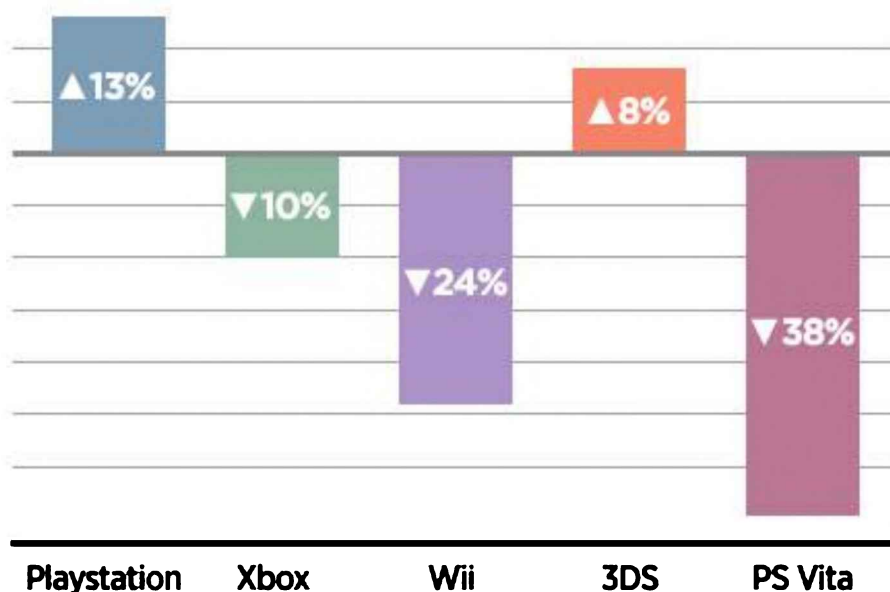
Whether you are a kid or a grown-ass adult, some people will always love to play video games. Back in the day, the poison of choice was N64, and there wasn't much other competition. Nowadays there a ton of different consoles and they aren't just for gamers. You can watch your favorite Netflix shows or even- on some, search the internet. And on that front, it seems that more and more people are choosing to view their porn on PlayStation. 53% of Pornhub's traffic from game consoles stems from PS, up from 46% in 2015. Behind PlayStation is Xbox who has the 2nd most Pornhub users coming from game consoles, however they have lost 10% of their traffic share from 2015. PS Vita has the biggest loss in game console traffic share, down 38% from 2015.



## Traffic by Game Console



## Change in Traffic Share from 2015 to 2016



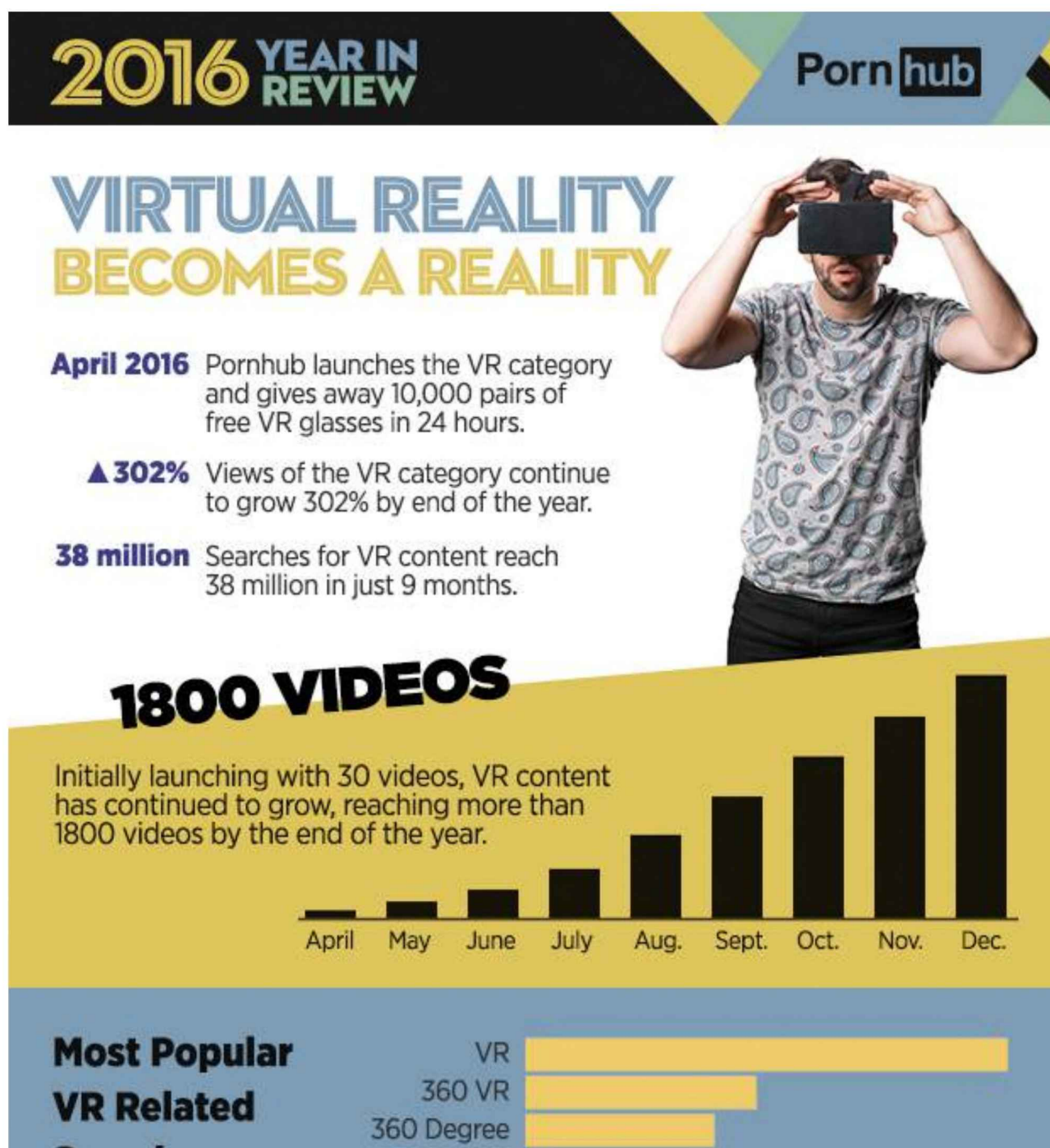
PORNHUB.COM/INSIGHTS

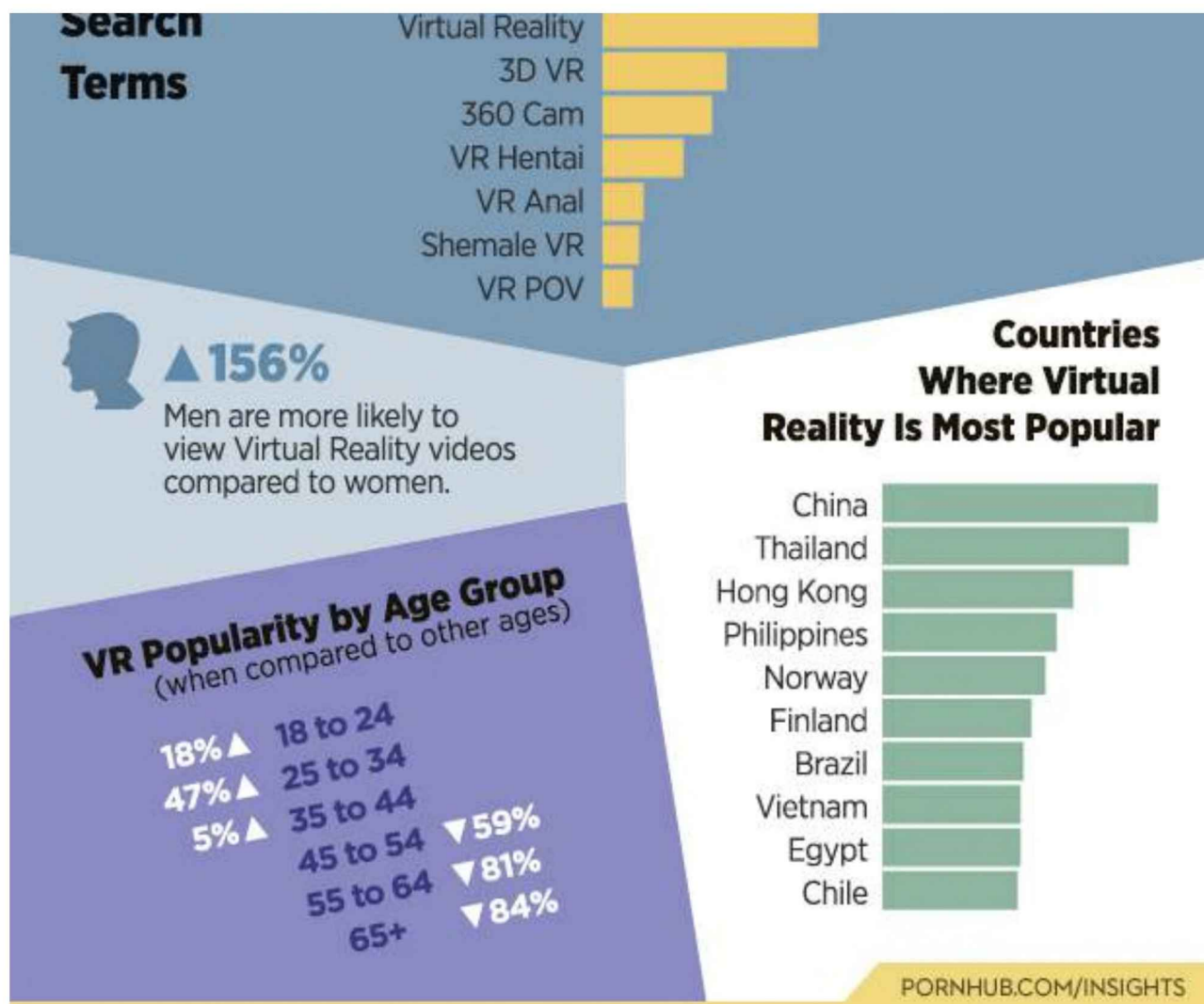
## THE NEW REALITY

In June 2014 Google released “Google Cardboard”, a somewhat disposable



and easily affordable VR headset. Fast forward a few years and Facebook and Samsung released their own version of the headset (*Gear VR*), Sony has their *Playstation VR* headset and Pornhub launched its own VR category- which initially only had 30 videos. By the end of the year the category had over 1,800 videos, and counting. Some of the most popular ‘VR’ related search terms on Pornhub include (as we saw in our Top 20 countries review) ‘360 VR’, ‘360 Degree’, ‘VR Hentai’ and ‘shemale VR’, to name a few.





We also found that when compared to other age groups the VR category is most popular among 25 to 34 year olds and interestingly enough it seems that this trend is not only true among Pornhub users. Touchstone reports that the experience of VR is most appealing to millennials.

With respect to enjoying the VR content on Pornhub, it seems Asian countries are the ones most interested in VR porn. China, Thailand and Hong Kong are the top three countries where VR is most searched (proportionate to their total searches) while countries a little over to the west like Egypt and Chile round up the top 10.

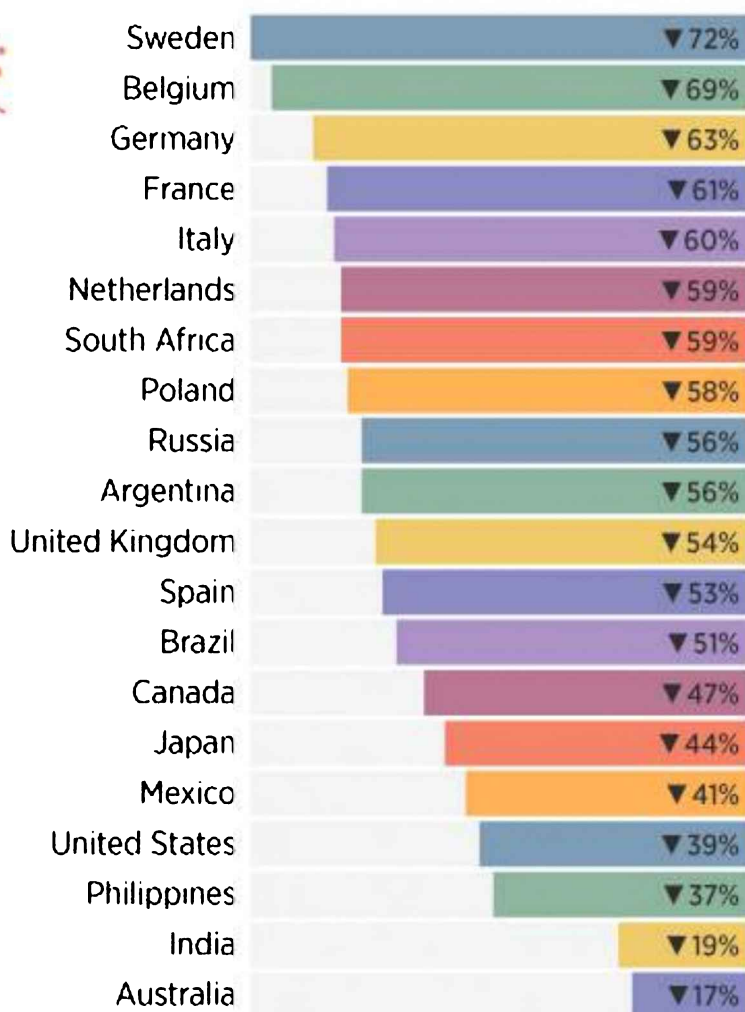
## PORNHUB INTERRUPTED

From all the years of insights posts we've done here at Pornhub, I'm sure

you are well aware of the shift in traffic major media events and holidays bring to the site. In this final section of our 2016 Year in Review, we will examine how various holidays, sporting events, elections and entertainment events affected traffic to the site around the world. None more so than New Year's Eve, so let's begin with that. On December 31st, worldwide traffic to the site dropped lower than any other day of the year (44% to be exact). With everyone getting ready to ring in the New Year, people seem to be too busy to watch porn. From Sweden to Belgium- even in Italy and France, drops of 60% and more were recorded.



## New Years Eve Traffic Changes



▼ **44%**

**Average Traffic Drop Worldwide on New Years Eve**  
(6pm to Midnight)

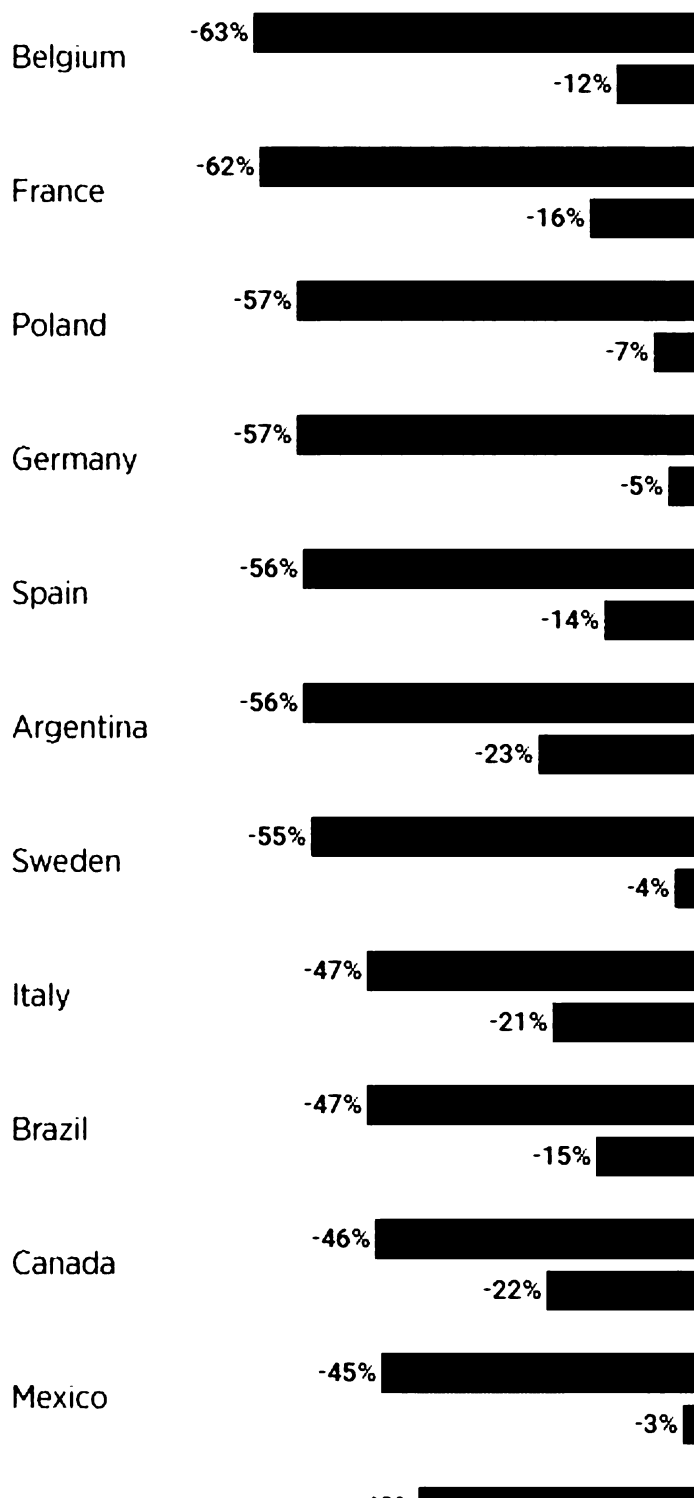
**PORNHUB.COM/INSIGHTS**

Between 6 pm and midnight on Christmas Eve, traffic to Pornhub dropped about 37% worldwide, versus 14% throughout the entire day of Christmas. The largest drops in traffic came from Belgium and France, falling by 63% and 62% the evening of December 24th. Countries that closely follow these include Poland, Germany, Spain, Argentina and Sweden. Traffic to the site from these countries fell between 57% and 55% on Christmas Eve. While countries like Australia, the U.K. and Canada experienced lesser changes in traffic on Christmas Eve, on Christmas Day they experienced the largest

traffic drops; -27%, -27% and -22% respectively.



## Christmas Holiday Traffic Changes

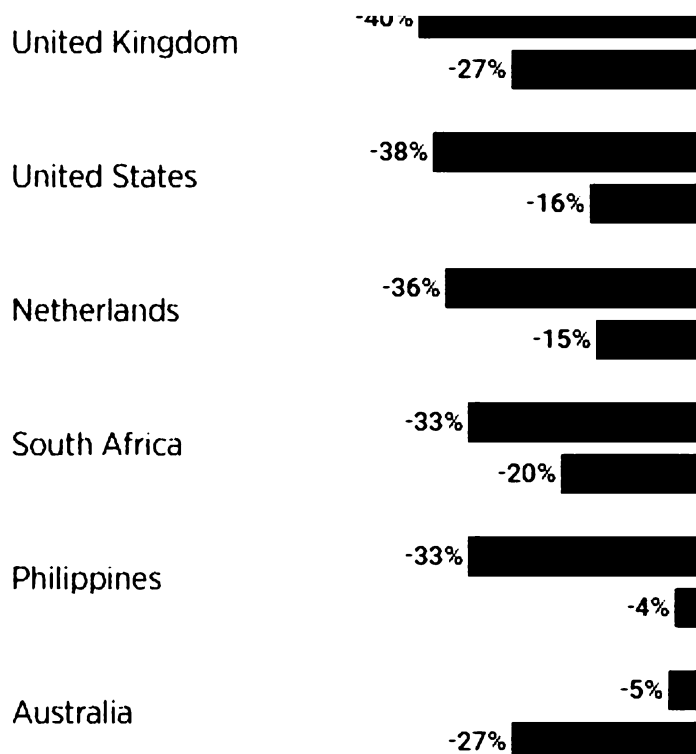


▼ **37%**

**Average Traffic Drop Worldwide on Christmas Eve**  
(6pm to Midnight)

▼ **14%**

**Average Traffic Drop Worldwide on Christmas Day**



**PORNHUB.COM/INSIGHTS**

Want to know more about some of your favorite hallmark holidays? Like how many times ‘stuffing’ was searched on Thanksgiving or the increase in ‘bunny’ searches on Easter. Is ‘santa claus’ or ‘mrs clause’ more popular at Christmas? And who celebrate’s more patriotically – Canada or the U.S.? Check out the holiday coverage released during 2016 below!

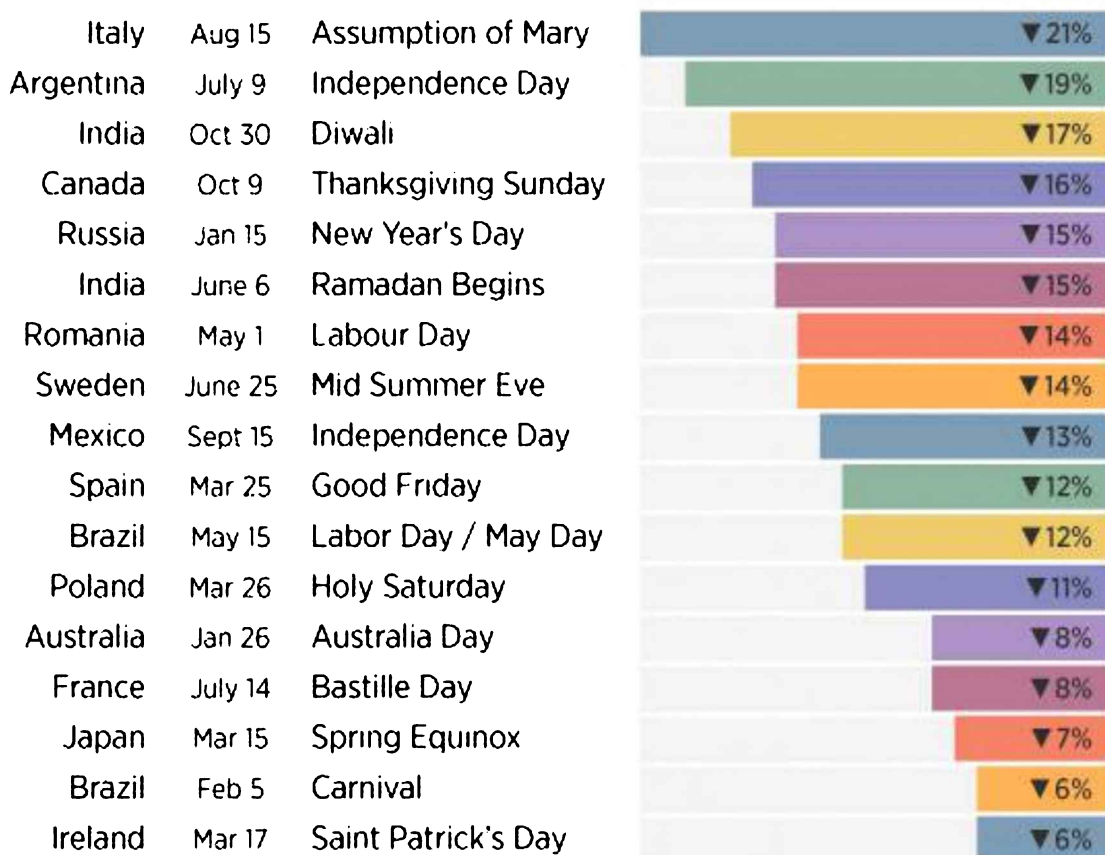
For those more interested in (lesser-known) international holidays- because Lord knows there’s more to celebrate and be grateful for in this world than Halloween, just take a look at the chart below. It shows how some major international holidays affected traffic to Pornhub. On August 15<sup>th</sup>, Italy celebrated the Assumption of Mary- AKA Ferragosto, and traffic to Pornhub from the country dipped by 21%, more than any other holiday worldwide. Argentina’s Independence Day on July 9<sup>th</sup> came in a close second, traffic dropping by 19% on that day. Other worldwide holidays that created a change in traffic include Diwali in India (-17%), Thanksgiving Sunday in Canada (-16%) and New Year’s Day in Russia (-15%) to round out the top 5. Some holidays made just enough noise to rock the boat, including Saint Patty’s day in Ireland and Carnival in Brazil (both down



6%) and the March 15<sup>th</sup> Spring Equinox in Japan (traffic to the site from the country dropped 7%).



## Worldwide Holiday Traffic Changes



PORNHUB.COM/INSIGHTS

## HE SHOOTS, HE SCORES!

As we stated earlier, the majority of Pornhub's viewers are made up of millennial-aged men. So not surprisingly, when a major sporting event takes place, search terms related to the event usually see a high increase. Traffic to the site is also greatly affected by these sporting events- usually the countries or cities that are apart of the event will see a significant change. Take Super Bowl 50 for example. Although kick-off was at 6:30 pm

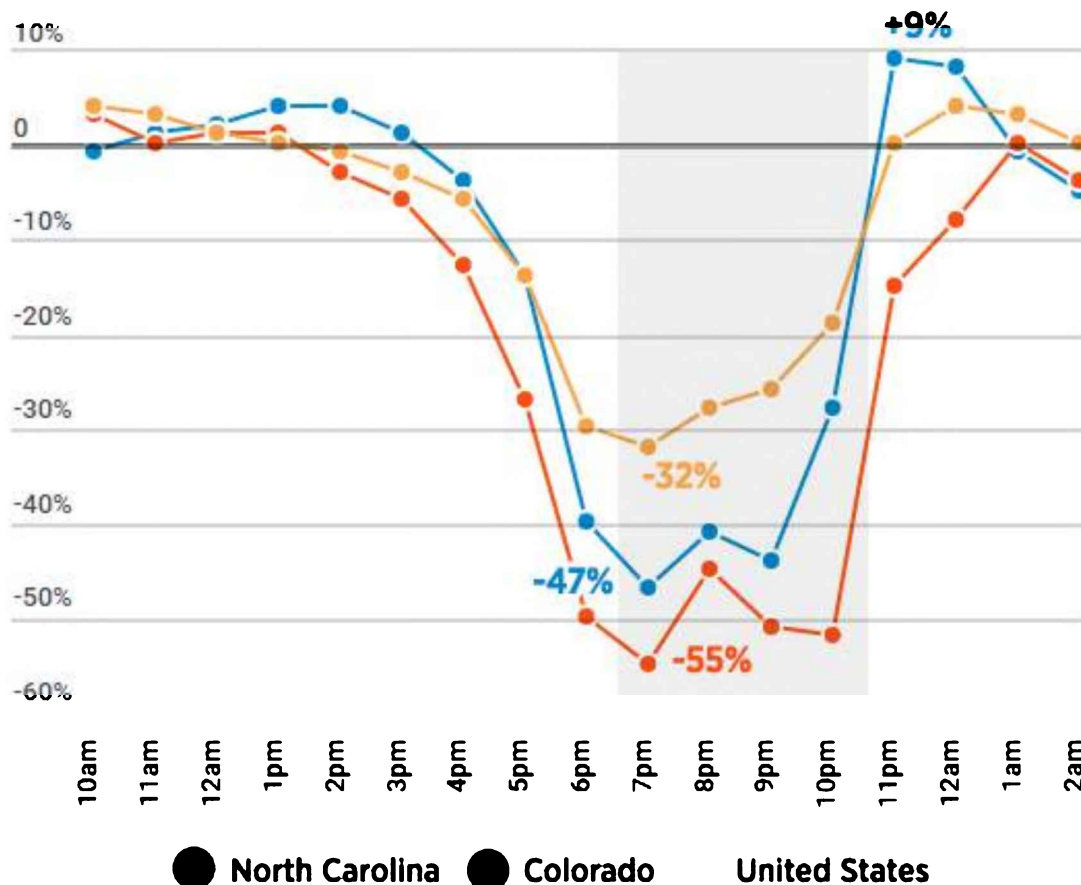


ET, traffic started to taper off at about 2 pm ET, when the pre-game show started. Traffic to the site from the United States hit it's lowest point around 7 pm ET, and traffic from the participating cities- North Carolina and Colorado, dropped to it's lowest (down 47% and 55%, respectively) during the first hour of the game. We also see that around 8pm (AKA half time), throughout the board traffic starts to rise again. Enough about that for now. If you want to read more about the [Super Bowl](#), check out our insights post.



## Super Bowl 50 Traffic Changes

Carolina Panthers vs Denver Broncos  
February 7, 2016 - 6:30pm to 10:15pm ET



% change in traffic compared to a normal day

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

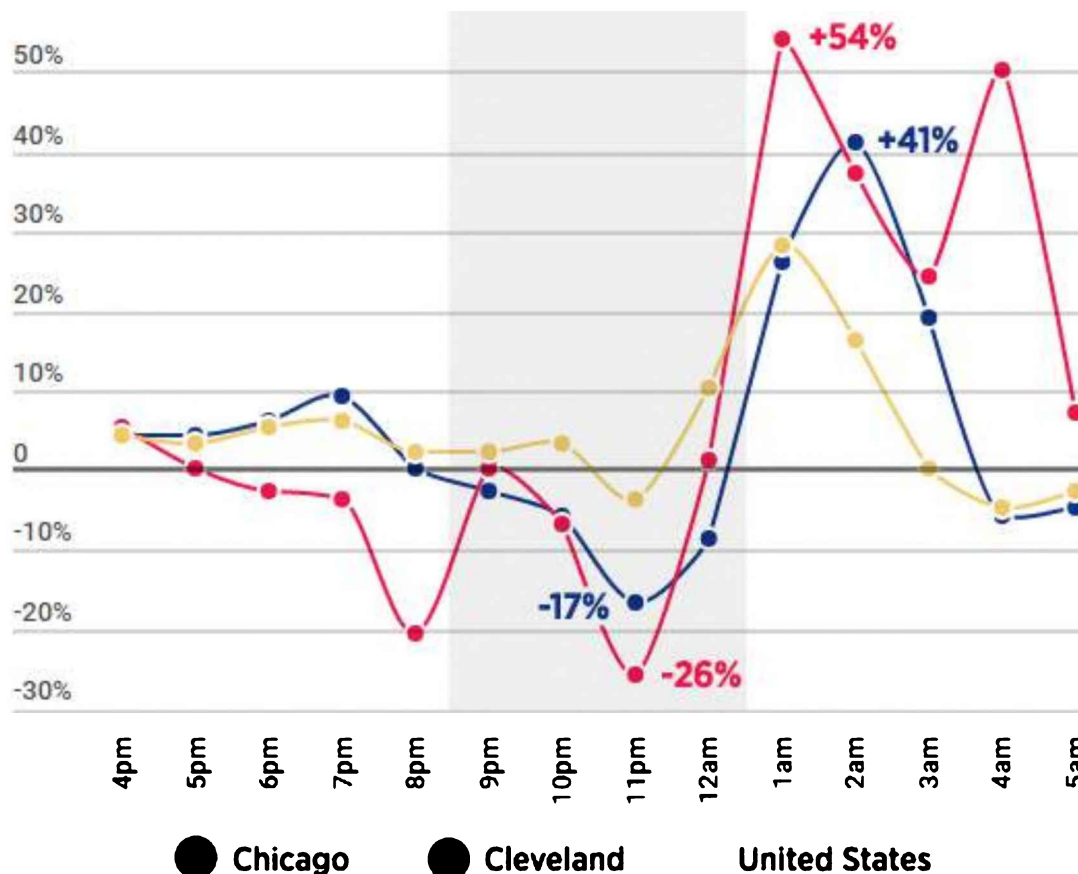
Moving onto what was arguably one of the most talked about and exciting sports events of 2016 (at least for Chicago Cubs fans) the MLB World Series. Winning their first title since 1908, the Cubs ended the century long (almost) drought. Like the Super Bowl, we checked out the traffic patterns on Pornhub of the two participating cities (Cleveland and Chicago) as well as the United States, here's what we found. During the game traffic to the site dropped 26% in Cleveland and 17% in Chicago. Interestingly enough, traffic peaked all the way up (cue Fat Joe's rapper voice) after the game in both cities and all over the U. S. of A. We can assume it was due to all the pent up stress and excitement (or frustration in Cleveland's case, no offense guys) from the 10-inning, Game 7 thriller. Whatever the reason, we're happy to be of service to you.



# MLB World Series Traffic Changes

Chicago Cubs (8) vs Cleveland Indians (7)

November 2, 2016 - 8pm to 12:45am ET



% change in traffic compared to a normal day

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Although these events saw an increase in the countries and cities most implicated in the matches, sometimes a sports event is so big, it gets the whole world to take a short break from Pornhub. This was the case for the UEFA Champions League Final against Real Madrid and Atletico Madrid. Like the last two events we touched on, traffic to Pornhub took a hit (world wide) during the UEFA final on May 28th. Given both teams are from Spain, it's no surprise that their home country stopped everything to watch

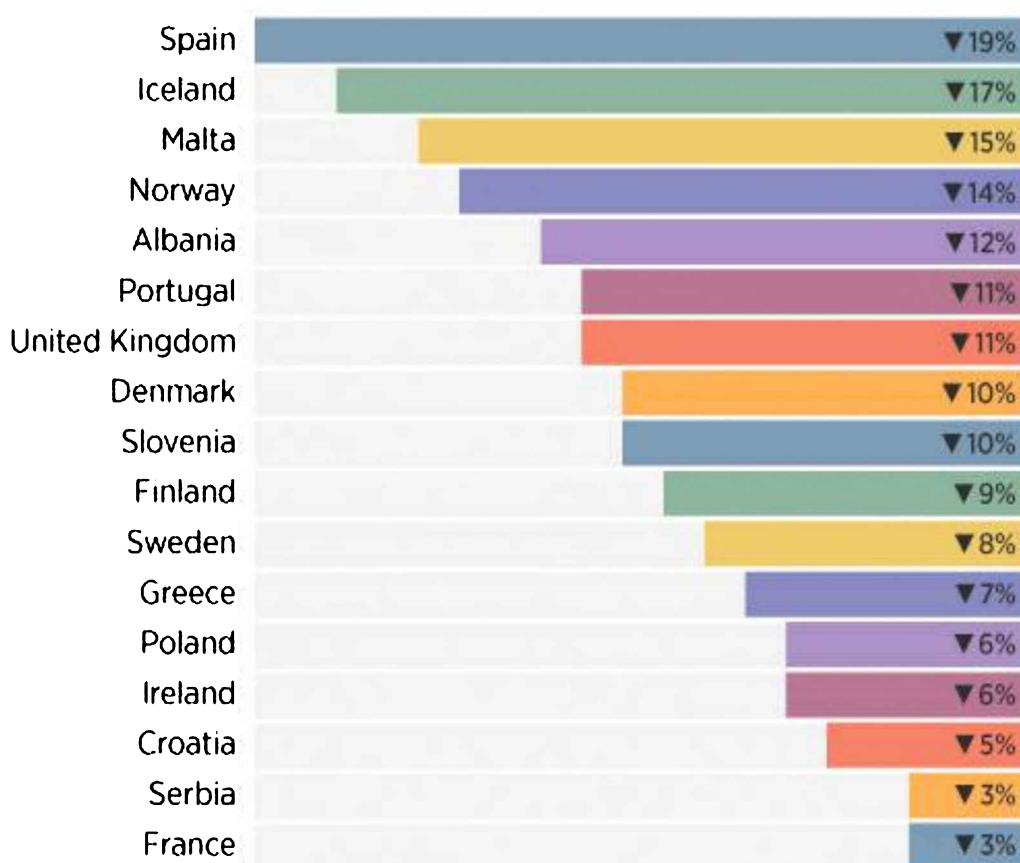
the final. Traffic in Spain was down almost 20% during the soccer match. Others countries that saw a heavy decrease in traffic were Iceland (-17%), Malta (down 15%) and Norway (-14%).



## UEFA Champions League Final

Real Madrid vs Atletico Madrid

May 28, 2016 - 20h to 23h CET

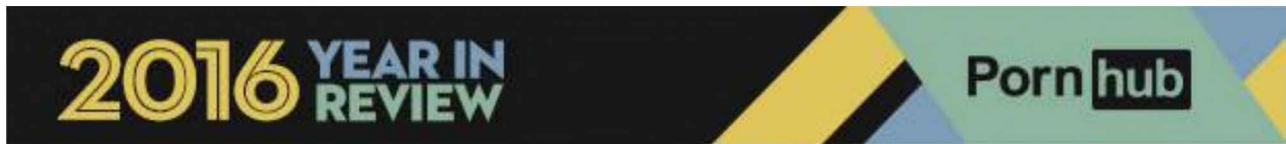


% change in traffic compared to a normal day

**PORNHUB.COM/INSIGHTS**

Next up, the Rio Summer Olympics. For this event there was just too much to report on, so read on for your quick fix and if you want the full break down, check out our insights post [here](#). Searches related to 'Athletes', 'Olympic' and 'Gymnastics' saw the largest increase during the games. On average, searches related to the term 'Olympics' increased by 2729% during

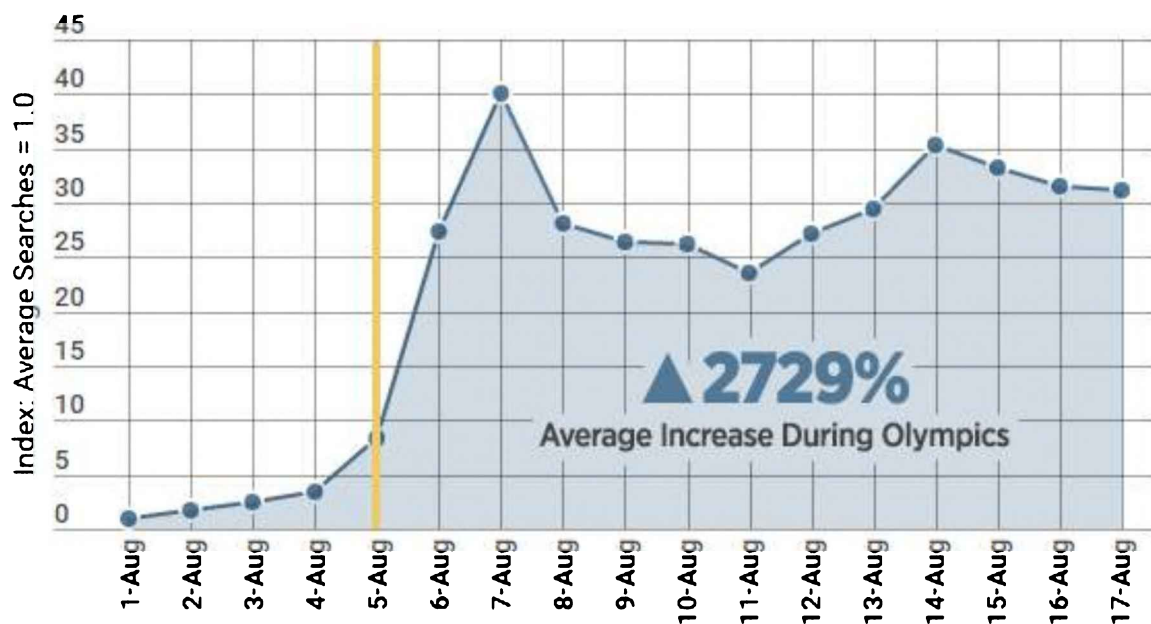
the two weeks of the Olympics. If you check out the [Olympics post](#) on our insights page, you'll see some examples of these searches like 'olympics sex' or 'nude olympics'. Searches related to 'athlete' were up by an average of 417% during the games, peaking at 618% pm August 16. And finally, any term you can imagine related to 'gymnastics' saw an average increase of 254% during the Rio Summer Olympics of 2016.



## 2016 Rio Olympics Searches

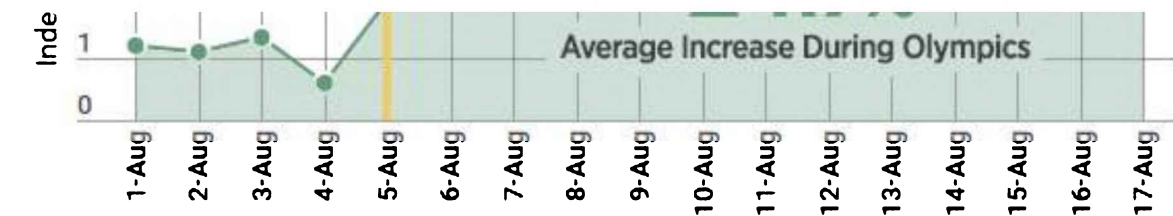


### Olympic Related Searches

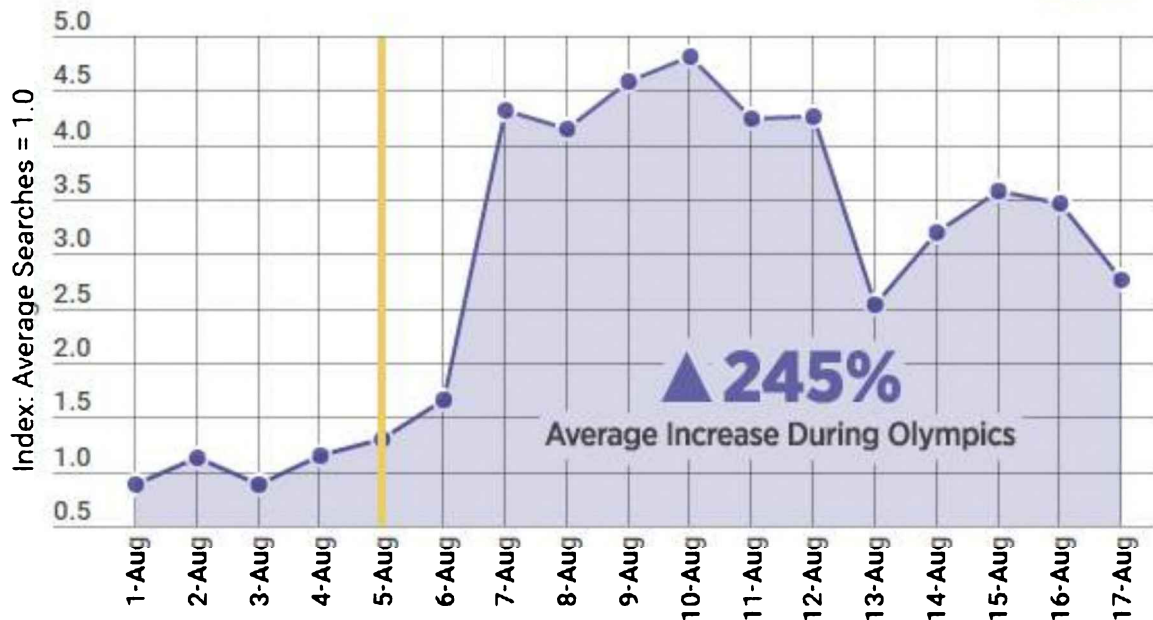


### Athlete Related Searches





## Gymnastics Related Searches



PORNBUB.COM/INSIGHTS

## TUNE IN AND TUNE OUT

Just like any other event, major television events and broadcasts have a huge impact on traffic to the site. During an awards show for example Pornhub usually sees a (although not huge) drop in traffic. The Golden Globes is the show that decreases traffic to the site most, bringing it down by 5% followed by the Oscars and Grammy's at -4%. Awards shows typically affect traffic from the US, however there are some series (or season) premieres that affect traffic around the globe, like the examples shown below.

Another example is from Germany. During the 'Schutzlos' episode of Tatort (the German equivalent of "CSI" or "Law and Order" type series, according to the NY Times), traffic to Pornhub dropped 17%. Also, during the



Eurovision Song Contest Finale, traffic throughout Europe dropped by 11%. And funnily enough, during the Apple iPhone 7 keynote speech, traffic from iOS around the world, dropped by 9%.



## TV and Live Broadcast Traffic Changes



Feb 15	Golden Globes	▼5%	United States
Feb 28	Academy Awards	▼4%	United States
Jan 10	Grammy Awards	▼4%	United States
Nov 20	American Music Awards	▼3%	United States
Sept 18	Emmy Awards	▼3%	United States



July 5	Tatort 'Schutzlos' Episode	▼17%	Germany
Dec 2	The Late Late Toy Show	▼13%	Ireland
May 15	Eurovision Song Contest Finale	▼11%	Europe
Sept 7	Apple iPhone 7 Live Event	▼9%	World iOS Traffic
May 10	Gommorah Series 2 Premiere	▼8%	Italy
April 3	Walking Dead S6 Finale	▼6%	United States
Oct 23	Walking Dead S7 Premiere	▼6%	United States
Sept 19	Big Bang Theory S10 Premiere	▼5%	United States
Sept 10	Miss Italy Competition Finale	▼4%	Italy

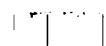


July 10	Euro 2016 Final Match	▼22%	Europe
Feb 7	Super Bowl 50	▼17%	World
June 20	2016 NBA Championship Game	▼10%	United States
Nov 12	UFC 205 in New York	▼4%	United States



Sept 26	First Presidential Debate	▼13%	United States
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Oct 9	Second Presidential Debate	▼16%	United States
Oct 19	Third Presidential Debate	▼7%	United States
Nov 8	Live Election Results (Evening)	▼15%	United States

% change in traffic compared to an average day

**PORNHUB.COM/INSIGHTS**

We've already dove into a few specific sporting events but let's take a look at a few that distracted Pornhub viewers the most. First on the list the Euro Cup Final of 2016, bringing traffic down by 22%. The final match between Portugal and France had a larger impact on traffic than the Super Bowl, during which traffic dropped by 17%. Pornhub also experienced a small drop in traffic during the NBA Championship (-10%) and UFC 205 (-4%) which took place in New York.

Finally, the number one entertainment show of the year, the US Presidential elections. Millions of people tuned into the debates and of course, the live election, to see who makes it out alive- Hilary R. Clinton or Donald J. Trump.

There's quite a bit to say here so feel free to check out our insights posts for more details, but here's the quick and dirty version. The candidates took us on quite the journey right from the get-go. During the first debate Pornhub traffic from the US dropped 13%, and by the second debate we were down 16%, the lowest it would drop during the campaign. During the evening of the election day, the site saw a dip in traffic of 15%.

## PLAYING WITH YOURSELF

2016 had its share of downers that is certain, but it also had some fun. It got adults to let loose and chase Pokemon on the streets, it re-introduced us to some of our favorite movies characters and it revealed some great updates for eSports fans. We checked in to see how some of the most talked about events affected searches on Pornhub. Let's start with Overwatch. Since May 5th, when Overwatch entered public beta, searches on Pornhub

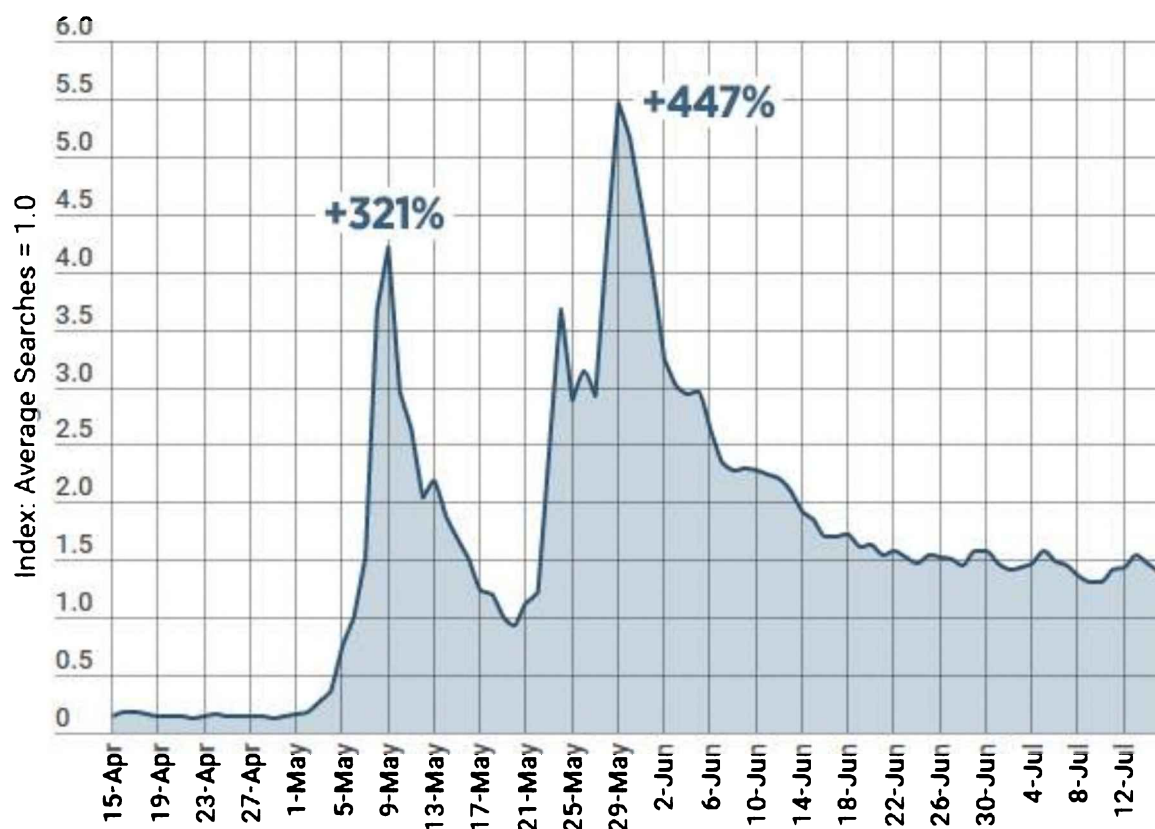
for 'overwatch' have been increasing. On May 9th, just a few short days after the release, searches containing 'overwatch' went up by 321%. After May 9th, you see a slow down in these searches, but they pick right back up around the 24th of May, when Blizzard Entertainment released the official version. The growth in searches containing 'Overwatch' peaked on May 29th at +447%, and have remained comfortably above average since.



## Overwatch Game Search Growth



May 5, 2016 Public Beta Begins  
May 24, 2016 Official Release Date



● Searches containing "Overwatch"

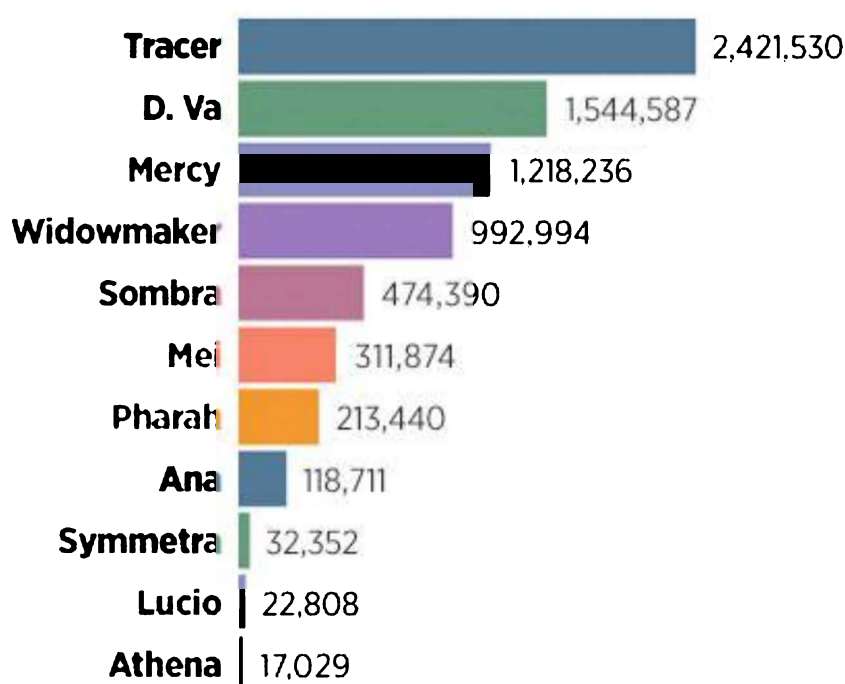
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Some people searching for Overwatch had very specific tastes in what they would like to see. While nearly all of the game characters were searched,

the following chart features the eleven most popular (with over 10,000 searches each). Tracer tops the list by a long shot with over 2.4 million searches, followed by D.Va, Mercy and Widowmaker. Apparently even Athena, the Artificial Intelligence voice was turning on gamers this year.



## Most Searched for Overwatch Characters



PORNHUB.COM/INSIGHTS

Next up on the list a game that some accused of being a ploy by FLOTUS Michelle Obama to get people moving, you guessed it- Pokemon GO. Immediately after it's US release date, Pornhub saw a huge increase in searches containing 'Pokemon'. Even if the worldwide release wasn't until July 13th, searches on Pornhub including 'Pokemon' peaked on July 13th at +271% (viewers must have been curious from to all the buzz surrounding the US release).

# 2016 YEAR IN REVIEW

# Pornhub

## Pokemon Go Game Search Growth



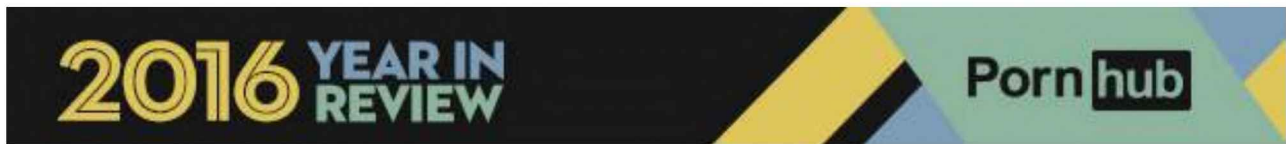
July 6, 2016 United States Release  
July 13, 2016 Worldwide Release



● Searches containing "Pokemon"

PORNHUB.COM/INSIGHTS

After seeing these results is it any surprise that characters from both of these games dominated the list of top searched video game characters of 2016? Although Lara Croft remained on top with close to 2.5 million searches overall, Sombra- Overwatch's latest sexy hero, experienced the largest peak increase in searches on November 8th at +597%. While Tracer (another *Overwatch* hero) followed very close behind Lara Croft in terms of number of searches. Searches for Pokemon's 'Misty' peaked on July 19th a few days after the game's worldwide release. Fellow Pokemon Pikachu and Pokemon trainer, Ash, also made the shortlist.



## Popular Video Game Character Searches

	2016 Searches	Peak Increase
<b>Lara Croft</b> - Tombraider .....	2,498,073	▲ 178% Dec 4
<b>Tracer</b> - Overwatch .....	2,421,530	▲ 475% May 9
<b>Zelda</b> - Legend of Zelda .....	1,873,553	▲ 163% Apr 9
<b>D.Va</b> - Overwatch .....	1,544,587	▲ 351% Aug 8
<b>Misty</b> - Pokemon .....	1,498,361	▲ 326% July 19
<b>Mercy</b> - Overwatch .....	1,218,236	▲ 424% Oct 12
<b>Widowmaker</b> - Overwatch .....	992,994	▲ 243% Nov 20
<b>Ash</b> - Pokemon .....	759,037	▲ 211% July 27
<b>Pikachu</b> - Pokemon .....	594,003	▲ 263% Aug 5
<b>Sombra</b> - Overwatch .....	474,390	▲ 597% Nov 8
<b>Mileena</b> - Mortal Kombat .....	451,290	▲ 132% Dec 10
<b>Kitana</b> - Mortal Kombat .....	322,940	▲ 227% Mar 17
<b>Tifa Lockhart</b> - Final Fantasy .....	235,821	▲ 355% Nov 2

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

To learn more about searches for your favorite game characters, check out these popular Insights posts released in 2016.

### STEPPING OUT OF CHARACTER

Much like video games, usually when a highly-anticipated movie is released, or a big event makes headlines, the characters/personalities involved seem to creep into the top searches on Pornhub. Lets start with some of 2016's top movie characters. The ladies of Ghostbusters, had the largest percent increase in searches (+929). Everyone's favorite super hero- Batman (just admit it already!), received closed to 4 million hits on

Pornhub after the release of *Batman vs. Superman. Star Wars: The Force Awakens* put 'Rey' on the map through much of 2016, increasing search results for the movie character by 816%. And finally, Harley Quinn had the highest total number of searches, clocking in at number one with more than 10 million searches.



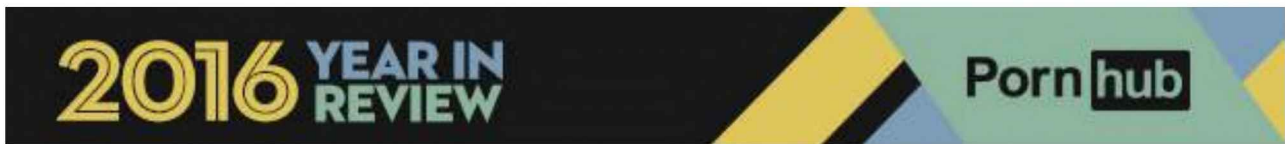
## Popular Movie Character Searches

	2016 Searches	Peak Increase
<b>Harley Quinn</b> - DC Character .....	10,142,636	▲ 310% Aug 6
<b>Batman</b> - DC Character .....	3,804,027	▲ 107% Aug 8
<b>Wonder Woman</b> - DC Character .....	2,941,833	▲ 154% Mar 26
<b>Captain America</b> - Marvel Character .....	2,143,986	▲ 351% Aug 8
<b>Deadpool</b> - Marvel Character .....	1,627,348	▲ 455% Feb 15
<b>Superman</b> - DC Character .....	1,423,006	▲ 306% Apr 9
<b>Joker</b> - DC Character .....	801,203	▲ 575% Aug 8
<b>Ghostbusters</b> - Movie Characters .....	285,644	▲ 929% July 17
<b>Rey</b> - Star Wars Character .....	801,203	▲ 816% Jan 4
<b>Spider Man</b> - Marvel Character .....	407,433	▲ 178% Apr 28

**PORNHUB.COM/INSIGHTS**

2016's *femme fatale* of choice, Harley Quinn. After the release of *Suicide Squad*- an action film following a task force formed by a government agency, composed of some of the most dangerous incarcerated super-villains including Quinn, searches on the site for parodies of 'Harley Quinn' skyrocketed up by 310%. After the release of the film, searches began to decrease however right around Halloween you see a second pick up in searches including the sexy super-villain, up 239% on the 31st of October.



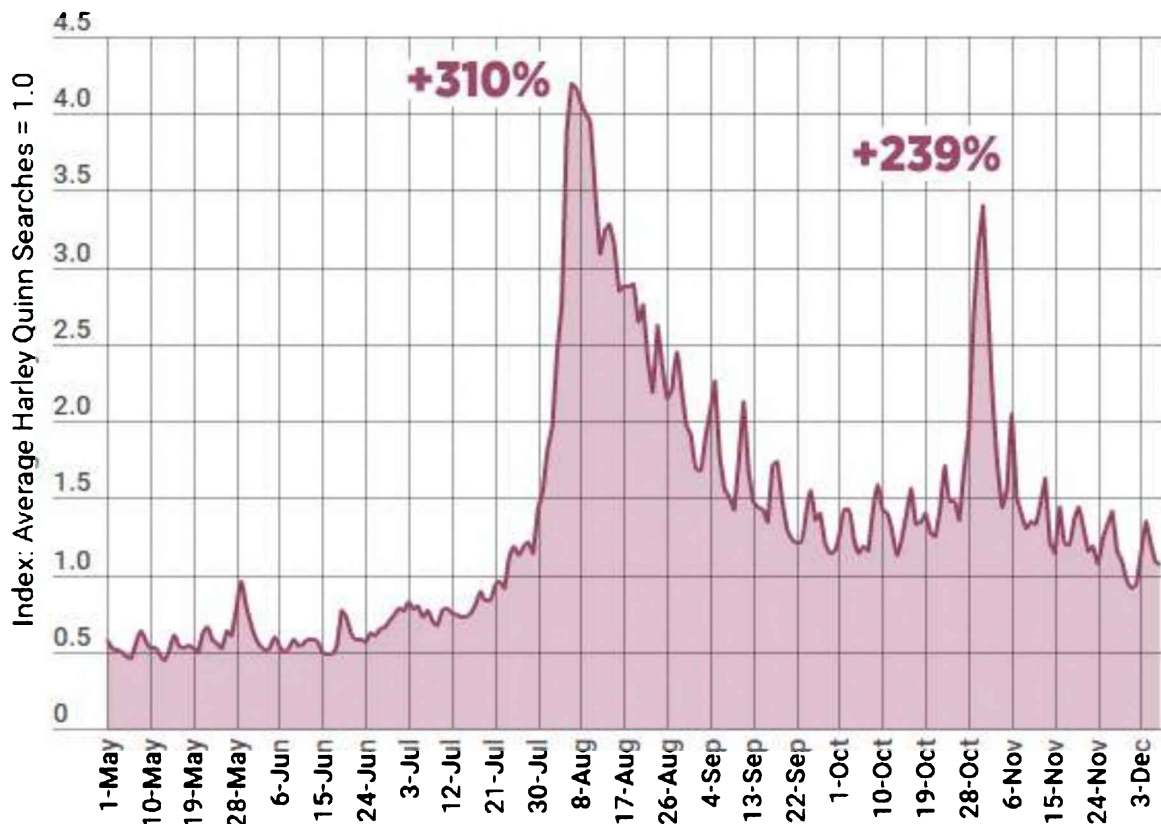


## Harley Quinn Search Growth



Aug 6, 2016 Suicide Squad Movie Released

Oct 31, 2016 Halloween Searches



● Searches containing "Harley Quinn"

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

To learn more about how movies can affect searches on Pornhub, check out these popular Insights posts from 2016.

## CELEBRATING CELEBRITIES

While movie characters and media events always make for a good search, nothing beats good old celebrities. Once again Kim Kardashian broke Pornhub with close to 29 million searches in 2016. Half sister Kylie Jenner followed in second place with 4.5 million searches, with a peak increase of



1073% on May 21st (right around the time news broke of her short split with Tyga). Falling under his wife, and three of his sister-in-laws, Kanye West made more than enough headlines in 2016 to make it to our list of most popular celebrity searches. Searches for Yeezy peaked at 1612% in early March, around the same time Kim's searches peaked- could this have something to do with the whole 'he said she said' battle that was going between the Wests and Taylor Swift at the time? Another family that made some noise this year to make it onto Pornhub's list of most searched for celebrities, the Jolie-Pitts. After the announcement of Brangelina's divorce late September, searches for Angelina Jolie and Marion Cotillard (who was accused of having an affair with Brad) peaked at 217% for Jolie and 982% for Cotillard.



## Popular Celebrity Searches

	2016 Searches	Peak Increase
<b>Kim Kardashian</b> - Reality TV / Pornstar .....	28,847,295	▲272% Mar 8
<b>Kylie Jenner</b> - Reality TV / Kardashian .....	4,449,972	▲1073% May 21
<b>Angelina Jolie</b> - Actress .....	4,125,090	▲217% Sep 21
<b>Donald Trump</b> - Reality TV / U.S. President .....	3,625,353	▲874% Nov 9
<b>Beyonce</b> - Singer / Songwriter .....	2,744,734	▲441% Feb 8
<b>Allicia Machado</b> - Miss Universe / Trump Foe .....	2,365,395	▲6540% Sep 30
<b>Khloe Kardashian</b> - Reality TV / Kardashian .....	2,197,299	▲258% Jan 19
<b>Melania Trump</b> - Model / First Lady .....	1,863,812	▲1538% Nov 9
<b>Meghan Markle</b> - Actress / Prince Harry's Bae .....	1,653,962	▲5870% Nov 8
<b>Kourtney Kardashian</b> - Reality TV / Kardashian ....	1,462,244	▲286% Jan 18
<b>Tiffany Trump</b> - Trump's Daughter .....	1,156,471	▲2548% Nov 9
<b>Ivanka Trump</b> - Trump's Daughter .....	730,295	▲1169% Nov 9
<b>Kanye West</b> - Singer / Songwriter / Kardashian ....	597,480	▲1612% Mar 2
<b>Marion Cotillard</b> - Actress / Friend of Brad Pitt ....	440,340	▲982% Sep 21
<b>Theresa May</b> - Prime Minster of England .....	382,894	▲3423% July 12
<b>Hillary Clinton</b> - U.S. Presidential Runner-Up .....	364,842	▲2810% Nov 9
<b>Prince</b> - Singer / Songwriter .....	213,251	▲992% Apr 22
<b>Kris Jenner</b> - Reality TV / Kardashian .....	148,137	▲707% Apr 29
<b>Boris Johnson</b> - U.K. Secretary of State .....	112,214	▲14624% Jun 29

**PORNHUB.COM/INSIGHTS**

Next, everyone's favorite reality show of 2016, the US presidential election. First up, former Miss Universe Allicia Machado, whose searches peaked on September 30 a few days after the first presidential debate, when Clinton called out Trump for calling Machado "Miss Piggy". On this day searches

including her name increased by 6540%. And as we've just seen, members of the Trump family saw massive search increases on Pornhub the day after the presidential election.

Finally, some other celebrities that made the list of most popular celebrity searches in 2016 include Beyonce, who rocked the Super Bowl half-time show on February 7th explaining the peak increase in searches for Queen Bey the following day. Prince shocked the world with his death on April 21st, the following day searches for the singer-songwriter reached it's highest point with an increase of 992%. When it comes to percentage increase in searches, no one comes quite as close as U.K Secretary of State, Boris Johnson. On June 29th- a few days after the Brexit vote, searches for the Secretary of State and Brexit advocate, reached it's peak up by a whopping 14624%.



## Popular Irish Celebrity Searches

	World	U.K.	Ireland
<b>Colin Farrell</b> - Actor	95,102	10,088	2,626
<b>Jamie Dornan</b> - Actor / Musician	7,770	1,051	59
<b>Georgia Salpa</b> - Model	6,317	846	423
<b>Saoirse Ronan</b> - Actress	3,579	236	236
<b>Conor McGregor</b> - UFC / MMA	901	179	22
<b>Nadia Forde</b> - Model / Singer	661	285	251
<b>Aidan Turner</b> - Actor	610	176	8
<b>Rosanna Davison</b> - Actress / Singer	598	122	118
<b>Katie Taylor</b> - Olympic Boxer	320	124	65
<b>Hozier</b> - Musician / Songwriter	179	118	12

**PORNHUB.COM/INSIGHTS**

Our friends at the Irish Mirror asked what Irish celebrities were most searched in 2016. International star Colin Farrell topped the list with over 95K searches worldwide, followed by Actor/Musician Jamie Dornan, although model Georgia Salpa managed to outpace Jamie 7 to 1 for searches within Ireland.

## **YOU'RE HIRED**

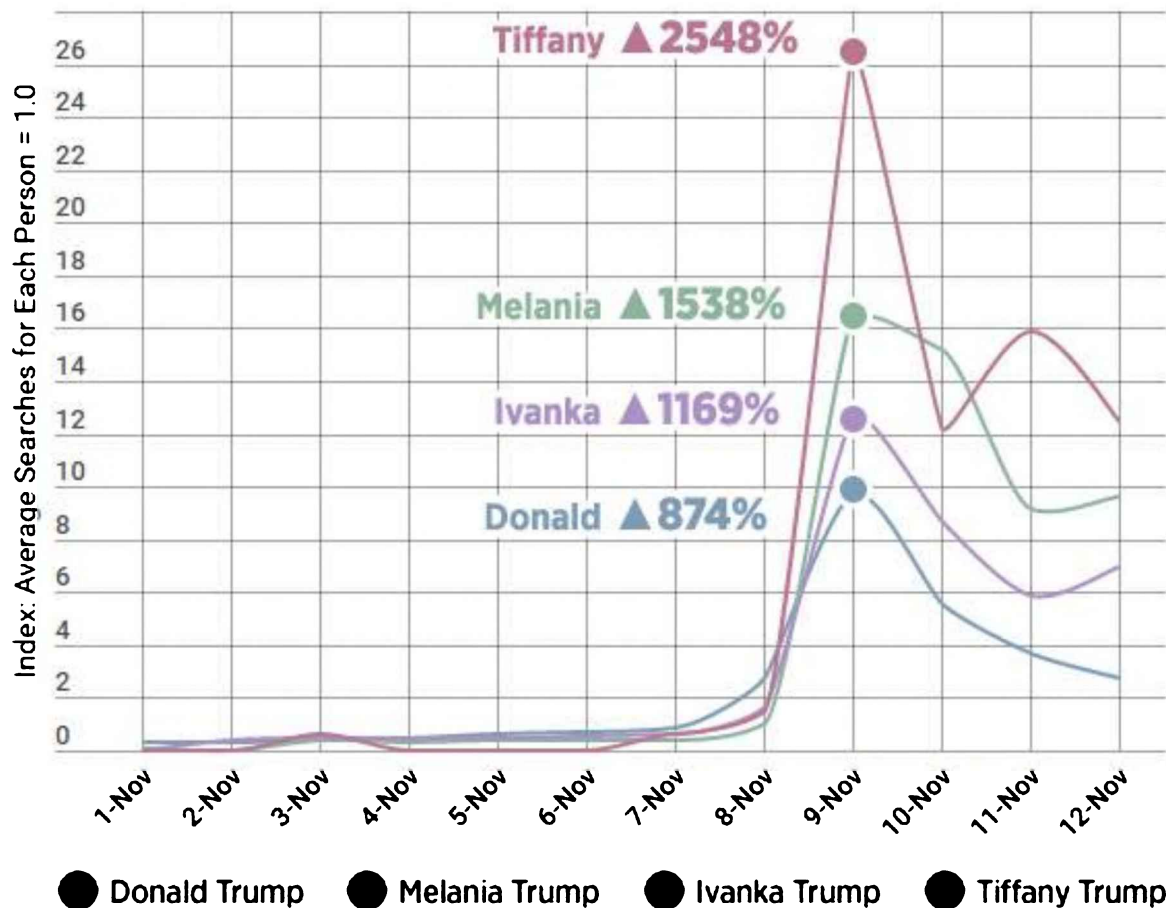
Ladies and gentlemen next I would like to introduce you to the 45th first family of the United States of America, the Trumps. On November 9th, the day after the US election, not only did searches including President Elect Donald Trump increase (+874%, to be exact), but so did those of most of (sorry Eric) his family members. Although normally she might be one of the least talked about members of the family, searches on Pornhub including 'Tiffany' had the highest increase, up by 2548%. Following her is step-mom Melania, searches for the future First Lady increased by 1538%, and close behind Ivanka Trump with an increase of 1169% in searches.

# 2016 YEAR IN REVIEW

## Pornhub

### Trump Family Searches

Searches Skyrocket After November 9th Election Win



PORNHUB.COM/INSIGHTS

Throughout 2016 news and media was awash with coverage of the primaries and elections, and Pornhub Insights was no different. To wrap up our 2016 Year in Review, here are some of the most popular election stats we released throughout the year.

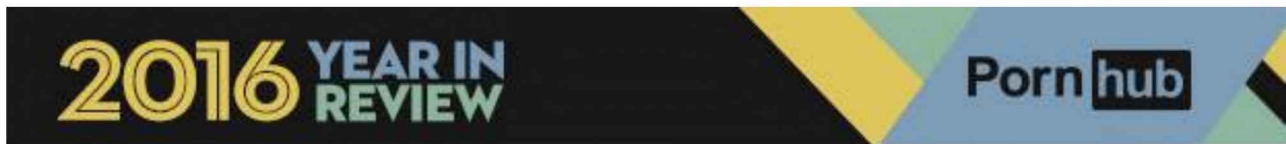
Happy 2017 to all of our Pornhub fans! Thanks for making 2016 one for the record books.

### Updates – More Great Data for 2016

2016 was a BIG year, so we'll be periodically adding more updates below as we receive requests from the media and feedback from our visitors.

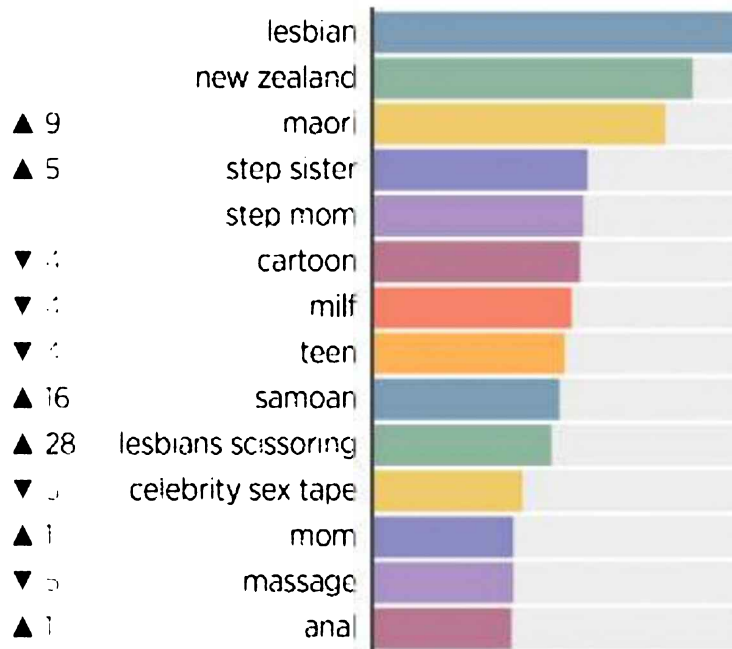
## **NEW ZEALAND**

New Zealander's spend nearly half a minute longer on Pornhub than their Australian neighbors, and have a much higher percentage of female visitors at 35% compared to the world average of 26%. "Lesbian" is the most popular search term and category in New Zealand. The second most popular search is "new zealand" and third refers to the indigenous "maori" people. Compared to the rest of the world, people in New Zealand are more likely to search for other regional peoples including "samoan" and "pacific islander". Also a popular relative search is "kiwi girl".



## NEW ZEALAND

### Top Searches of 2016



Average Time Spent Per Visit **10 min 10 sec**

Proportion of Female Visitors **35%**

Worldwide Traffic Rank **32nd**

### Top 5 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF
- 4 Threesome
- 3 Hentai

### Top 5 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Riley Reid
- 4 Lisa Ann
- 3 Asa Akira

### Relative Searches

Searched more compared to world

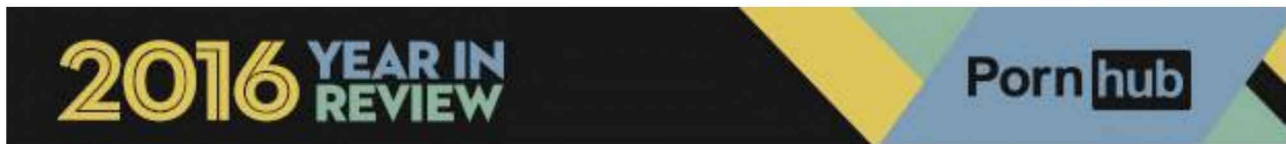
- 1 new zealand
- 2 maori
- 3 samoan
- 4 kiwi girl
- 5 pacific islander

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## DENMARK

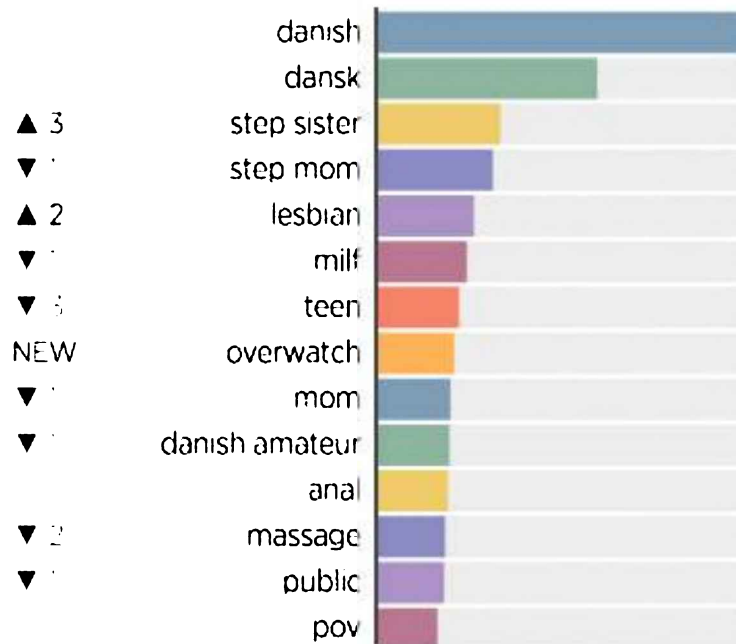
The most popular search terms in Denmark include “danish” and “dansk”, which the most viewed category is “Anal”. On average people from Denmark spend about 20 seconds less time on Pornhub than the world average, but a similar time on site to Sweden. The proportion of female visitors from Denmark matches the world average of 26%.





## DENMARK

### Top Searches of 2016



Average Time Spent Per Visit **9 min 14 sec**

Proportion of Female Visitors **26%**

Worldwide Traffic Rank **29th**

### Top 5 Categories

- 1 Anal
- 2 Teen
- 3 Lesbian
- 4 MILF
- 5 Big Tits

### Top 5 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 3 Lisa Ann
- 4 Riley Reid
- 3 Madison Ivy

### Relative Searches

Searched more compared to world

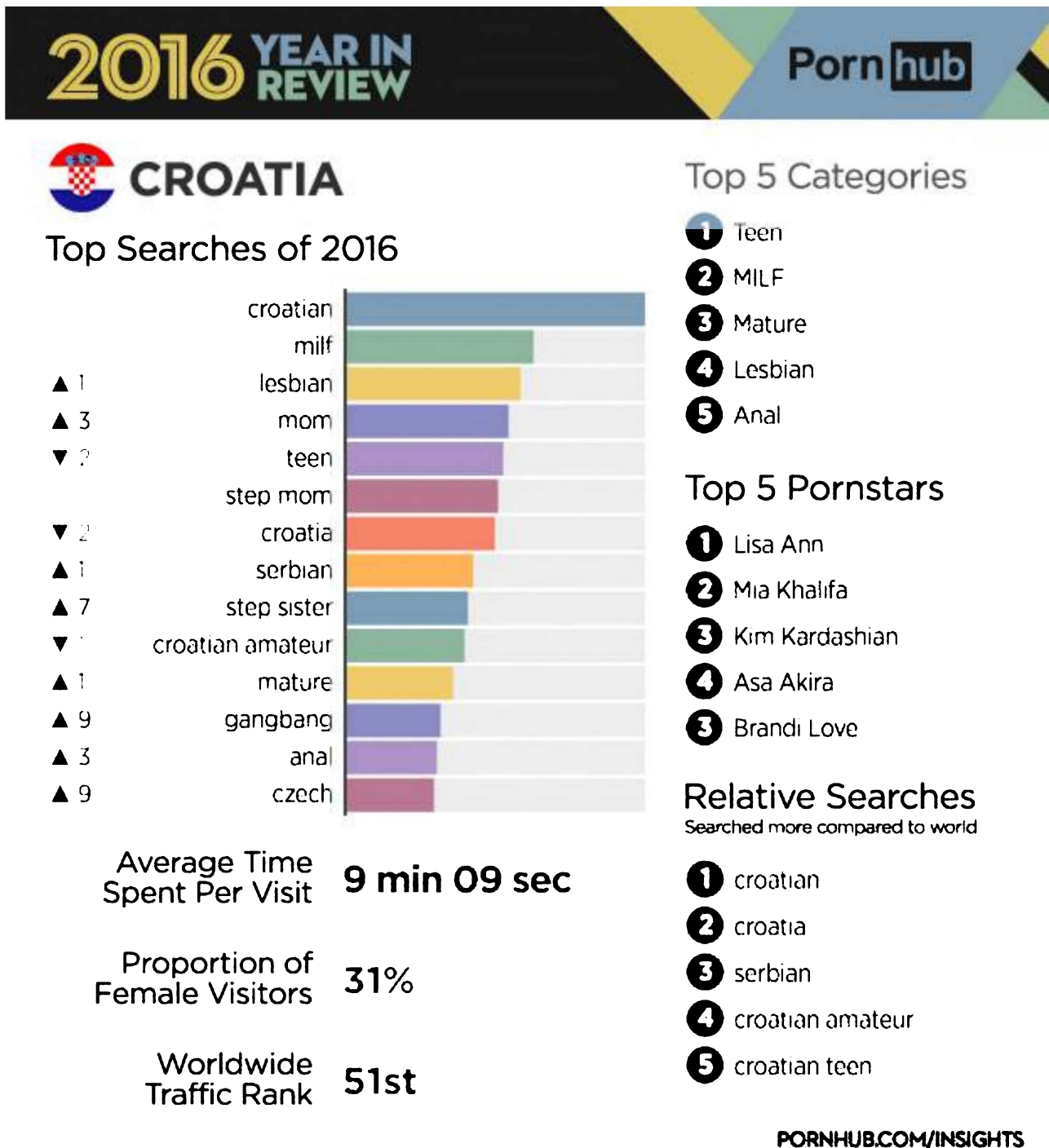
- 1 danish
- 2 dansk
- 3 danish amateur
- 4 danish teen
- 5 denmark

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## CROATIA

The most popular search term in Croatia is “croatian”, while searches for “serbian” are also more popular when compared to the rest of the world. Croatians spend about half a minute less time on Pornhub compared to the world average. Worldwide they rank 51st for traffic to Pornhub, but they have a significantly larger proportion of female visitors at 31% compared to

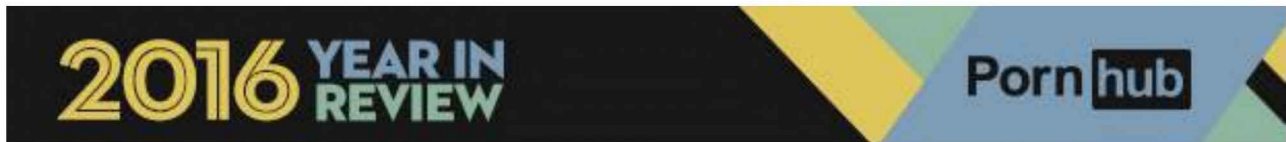
the world average of 26%.



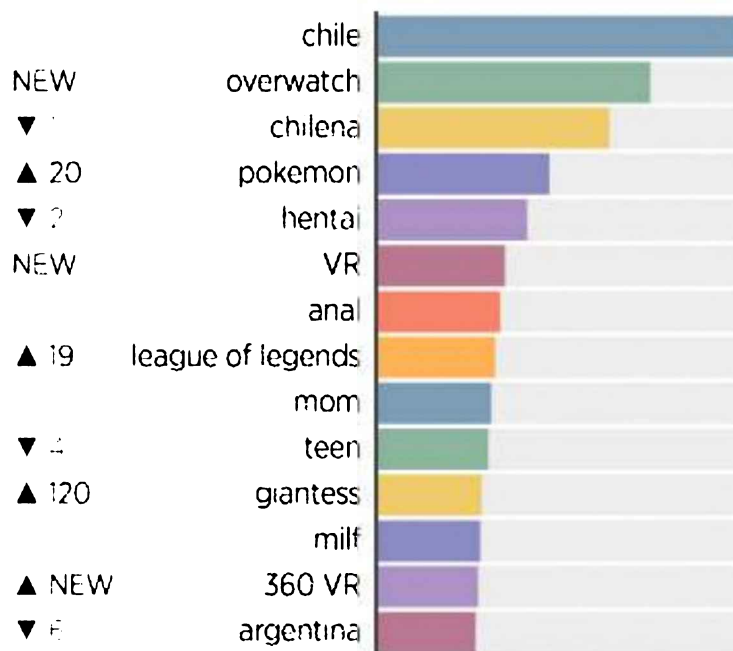
## CHILE

Pornhub visitors from Chile really enjoy video game parodies with “Overwatch” becoming the second most popular searches in 2016, followed by “Pokemon” in fourth and “League of Legends” in eighth. Following the world trends of 2016, there was major search growth in both “VR” and

“360 VR”. Compared to the world, Chileans are also more likely to search for “Argentina” and “Colombiana”. Time on site is significantly shorter than the world average — only 8 minutes 17 seconds compared to 9 minutes 36 seconds. The most searched for pornstar is Colombia born Esperanza Gomez.



## Top Searches of 2016



Average Time Spent Per Visit **8 min 17 sec**

Proportion of Female Visitors **25%**

Worldwide Traffic Rank **38th**

## Top 5 Categories

- 1 Anal
- 2 Hentai
- 3 Teen
- 4 Lesbian
- 5 Mature

## Top 5 Pornstars

- 1 Esperanza Gomez
- 2 Mia Khalifa
- 3 Alexis Texas
- 4 Lisa Ann
- 5 Sasha Grey

## Relative Searches

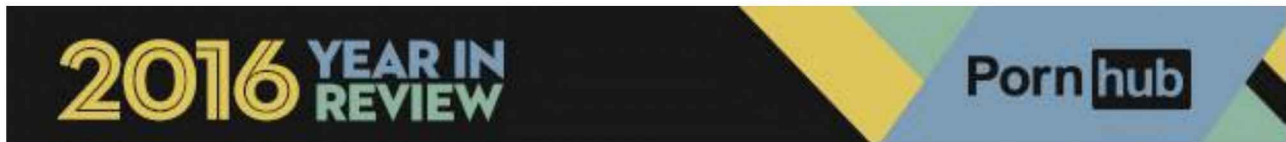
Searched more compared to world

- 1 chile
- 2 chilena
- 3 argentina
- 4 chilean
- 5 colombiana

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

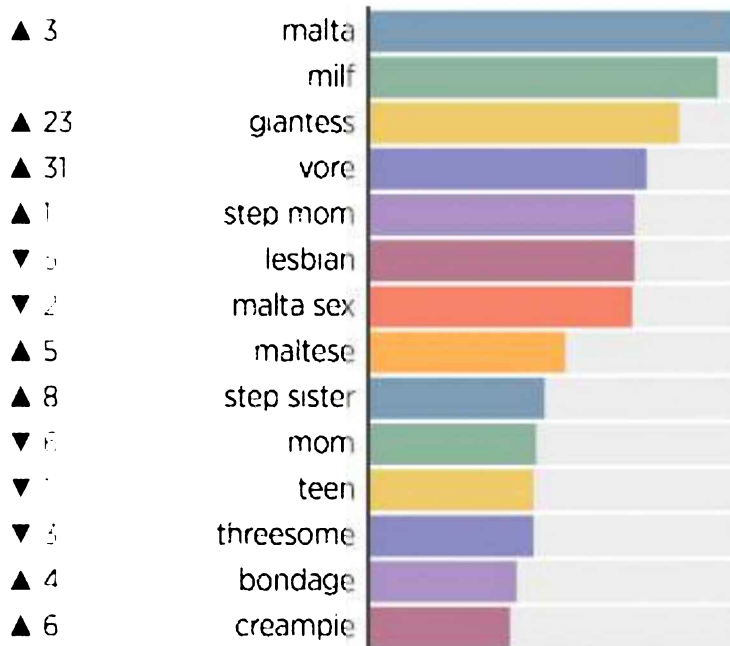
## MALTA

Proportionately, visitors from Malta searched more often in 2016 for “giantess” and “vore” porn than anywhere else in the world. While they spend nearly a minute less on Pornhub than the worldwide average time on site, they have significantly more female viewers at 33% compared to the world average of 26%.



## MALTA

### Top Searches of 2016



Average Time Spent Per Visit **8 min 38 sec**

Proportion of Female Visitors **33%**

Worldwide Traffic Rank **96th**

### Top 5 Categories

- 1 MILF
- 2 Lesbian
- 3 Mature
- 4 Big Tits
- 5 Teen

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 3 Kim Kardashian
- 4 Riley Reid
- 5 Brandi Love

### Relative Searches

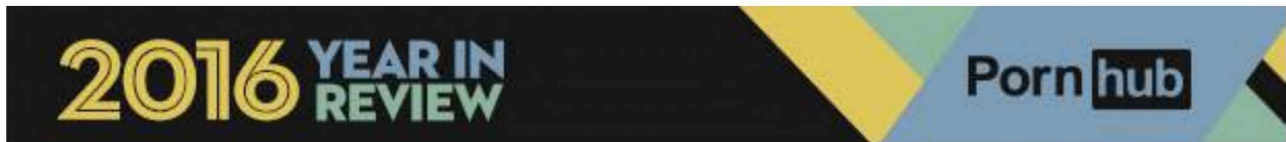
Searched more compared to world

- 1 giantess
- 2 vore
- 3 malta
- 4 maltese
- 5 gozo

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

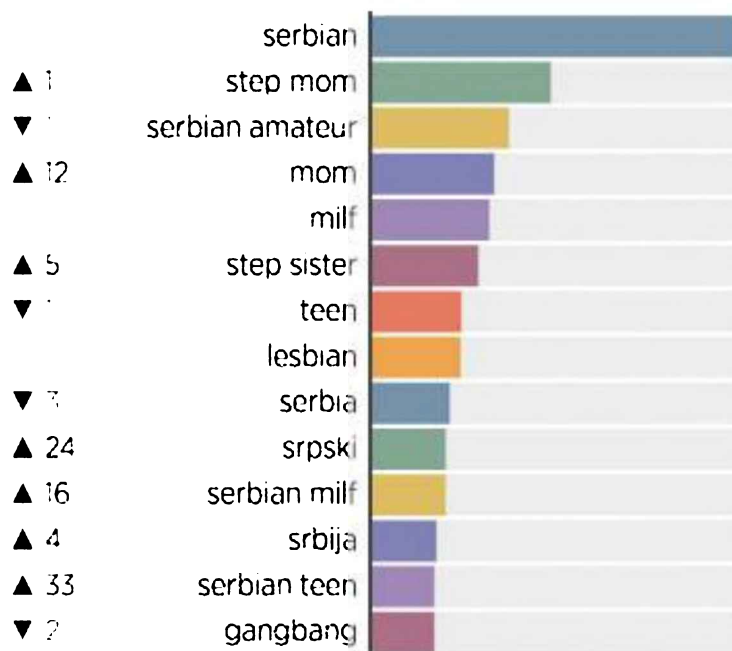
## SERBIA

On average, Serbians spend about a minute less each time they visit Pornhub compared to the world average. Although Serbia ranks 94th worldwide for population, they turn in a respectable 45th for traffic to Pornhub. At 35%, the proportion of female visitors from Serbia is nearly 10 percentage points ahead of the world average.



## SERBIA

### Top Searches of 2016



Average Time Spent Per Visit **8 min 28 sec**

Proportion of Female Visitors **35%**

Worldwide Traffic Rank **45th**

### Top 5 Categories

- 1 Mature
- 2 MILF
- 3 Teen
- 4 Lesbian
- 5 Big Dick

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 3 Kim Kardashian
- 4 Asa Akira
- 3 Brandi Love

### Relative Searches

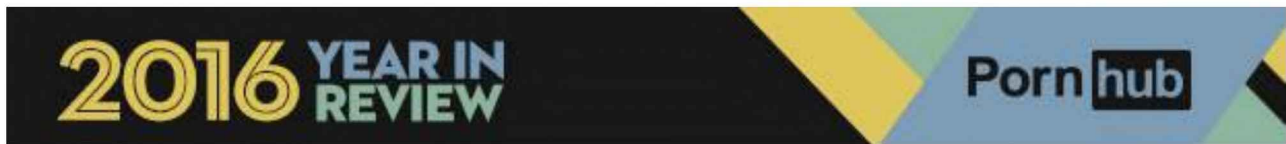
Searched more compared to world

- 1 serbian
- 2 serbia
- 3 srpski
- 4 srbija
- 5 kurva

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

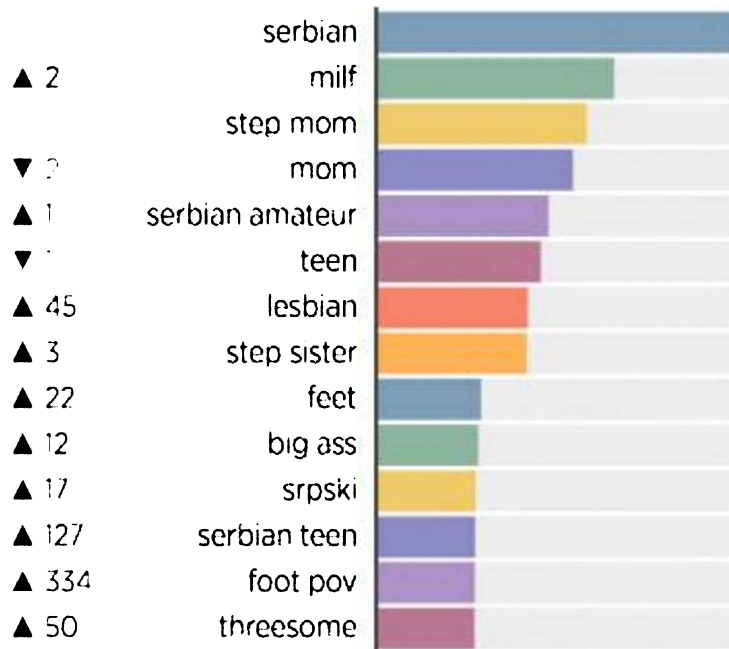
## MONTENEGRO

Montenegro ranks 165th worldwide for population, but comes in 111th for traffic to Pornhub which equates to roughly half a million visits per month. The average visitor from Montenegro spends about a minute less on Pornhub than the world average. At 34%, the proportion of female visitors is nearly 10 percentage points above the world average. Top searches include several terms for their Serbian neighbors. We also found Montenegro has a particular foot fetish, with “feet” and “foot pov” making the Top 20 searches, and “foot mistress” being searched more here than anywhere else in the world.



## MONTENEGRO

### Top Searches of 2016



Average Time Spent Per Visit **8 min 30 sec**

Proportion of Female Visitors **34%**

Worldwide Traffic Rank **111**

### Top 5 Categories

- 1 MILF
- 2 Mature
- 3 Teen
- 4 Big Tits
- 5 Big Dick

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Kim Kardashian
- 3 Mia Khalifa
- 4 Brandi Love
- 5 Asa Akira

### Relative Searches

Searched more compared to world

- 1 serbian
- 2 nevena hot
- 3 foot mistress
- 4 montenegro
- 5 srpski

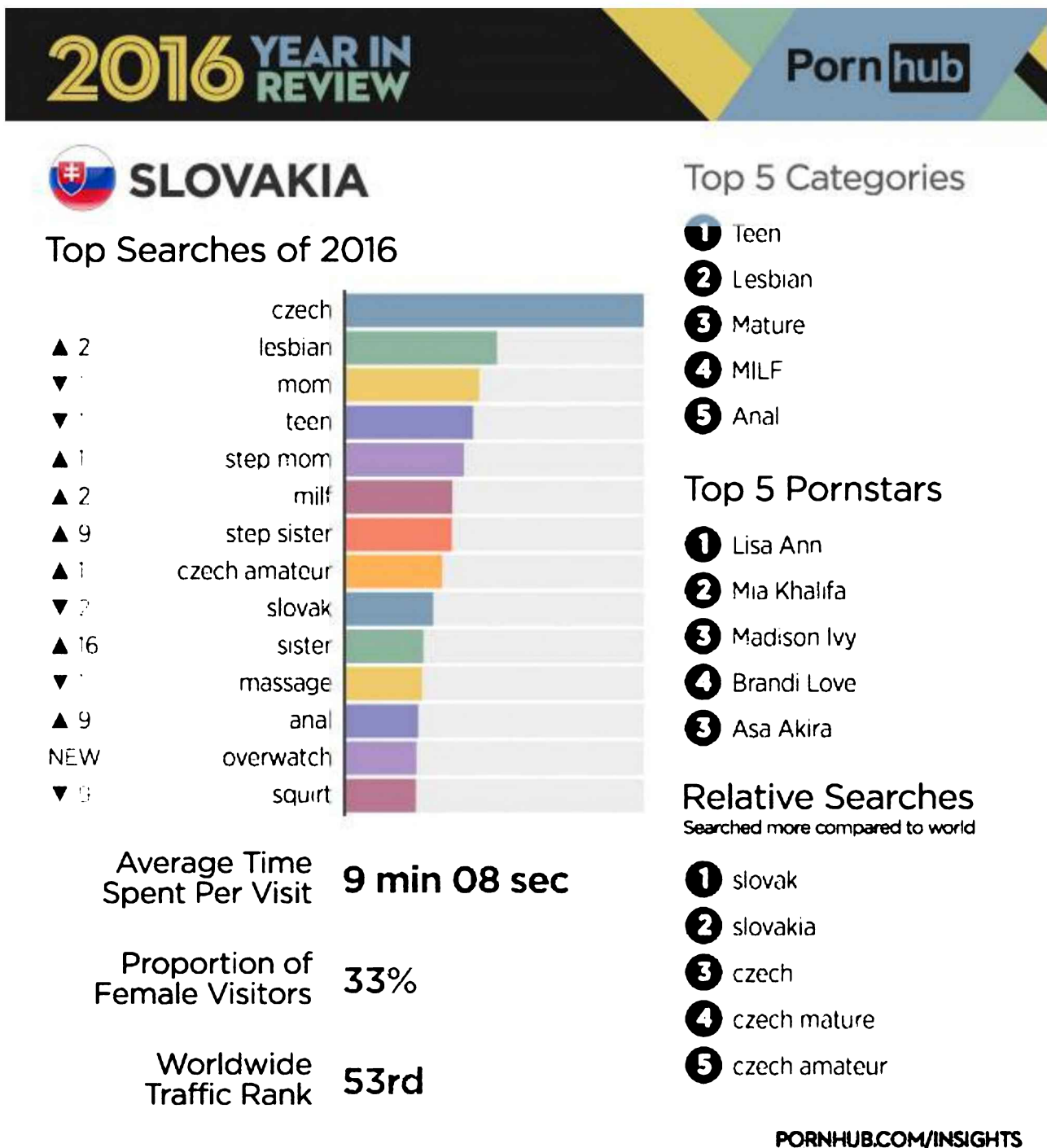
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

## SLOVAKIA

Slovakia ranks 117th worldwide for population, but comes in at 53rd for traffic to Pornhub. Time spent per visit is about half a minute shorter than the world average. At 33%, the proportion of female visitors from Slovakia is about 7 percentage points higher than the world average. Both “czech” and “czech amateur” outrank searches for “slovak” in Slovakia’s Top 20



and searches for the game “Overwatch” joined the list as well.



## SLOVENIA

The average visitor from Slovenia spends 8 minutes and 50 seconds each time they visit Pornhub which is more than 1 minute shorter than the world average. The most popular search term is “lesbian” while that ranks one below “teen” for the most viewed categories. Compared to the rest of

the world, “slovenian” and “slovenia” are searched more often, although “serbian” and “czech” are also relatively more popular in Slovenia. Searches for “agent” gained 194 spots in 2016, and VR grew 723.

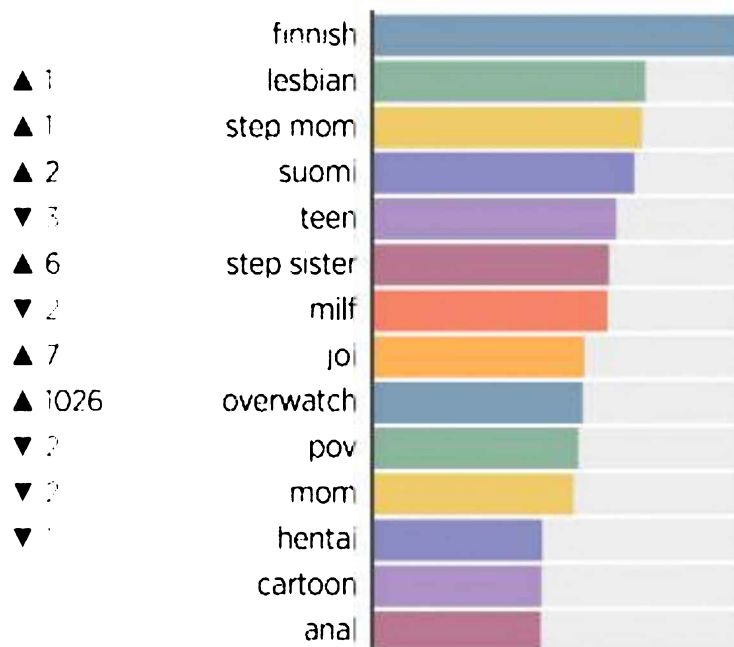
## **FINLAND**

Finland ranks 40th for worldwide traffic to Pornhub, although it ranks 115th for population compared to other countries. The most popular search term is “finnish”, followed by “lesbian” and “step mom”. The word “Suomi” is Finnish for Finland and ranks 5th. The average visitor from Finland spends 9 minutes and 25 seconds each time they visit Pornhub. That’s about 10 seconds shorter than the world average, but slightly longer than neighboring Sweden. Compared to elsewhere in the world, Fins are more likely to search for the terms “sauna” and “latex”.



## + FINLAND

### Top Searches of 2016



Average Time Spent Per Visit **9 min 25 sec**

Proportion of Female Visitors **28%**

Worldwide Traffic Rank **40th**

### Top 5 Categories

- 1 Teen
- 2 Lesbian
- 3 MILF
- 4 Anal
- 3 Big Tits

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 3 Asa Akira
- 4 Kim Kardashian
- 3 Madison Ivy

### Relative Searches

Searched more compared to world

- 1 finnish
- 2 suomi
- 3 finland
- 4 sauna
- 5 latex

**PORNHUB.COM/INSIGHTS**

Some graphic resources courtesy of Freepik.

# Pornhub's 2015 Year in Review



Another year has come and gone, and what a year it has been here at Pornhub Insights! We had lots of fun this year, crunching the numbers and delivering the data on the porn viewing habits of many different types of Pornhub viewers. We took a look at how everything and anything from the Super Bowl to Marilyn Monroe's birthday to Storm Juno affected search behaviors and traffic rates on the site. Whether you're a My Little Pony aficionado, an Android worshipper or BDSM enthusiast, Pornhub Insights has had you covered in 2015. Like we've done in 2013 and 2014 before, today we're coming at you with our annual year in review, to revisit some of our favorite Insights of 2015, along with a bunch of brand new stats. This year, we have also invited renowned psychologist, sex therapist and author of *The Sex Bible for People over 50*, Dr Laurie Betito, to comment on some of this year's findings.

**Update! Check out our all-new 2017 Year in Review**



# BANDWIDTH USED

1,892 PETABYTES

**IT'S LIKE  
FILLING ALL  
OF THE  
STORAGE ON  
ALL IPHONES  
SOLD IN 2015  
WITH PORN.**

**75 GB PER SECOND** **STREAMED**



**4,392,486,580**

**THAT'S 2.5X  
LONGER THAN  
HOMO SAPIENS  
HAVE BEEN ON  
EARTH.**

# HOURS OF PORN WERE WATCHED ON PORNHUB

**THAT'S 12 VIDEOS VIEWED PER PERSON ON EARTH.**

# 21.2 BILLION VISITS

**2.4 M PER HOUR   40 K PER MIN   6.7 K PER SEC**

## MOST COMMENTED WORDS

[illegible]





The world watched a lot of porn this year. It's kind of almost impossible to fully wrap your mind around just how much exactly, but this infographic breaks it down nicely. In 2015 alone, we streamed 75GB of data a second, which translates to enough porn to fill the storage in around 175 million 16GB iPhones. *"Love" remains the most commonly featured word in*

*Reddit's comments*, which is interestingly something that we happen to have in common with another widely used platform often featuring depictions of scantily clad babes. #Love was the most popular hashtag on Instagram this year as well.

## TRAFFIC TRENDS

Some interesting rank changes took place over the course of the year, with regards to the countries that bring the most visitors to Pornhub. The United States remains at the top, with American visitors accounting for about 41% of our overall traffic, followed by the United Kingdom in at second place. India knocks Canada out of 3rd place with a one rank position gain, though this year's most notable chart climbers are Japan and the Philippines in at 12th and 16th place respectively, thanks to the 3 spot jumps achieved by each. Belgium makes a return to the list this year, rounding it out in 20th place.

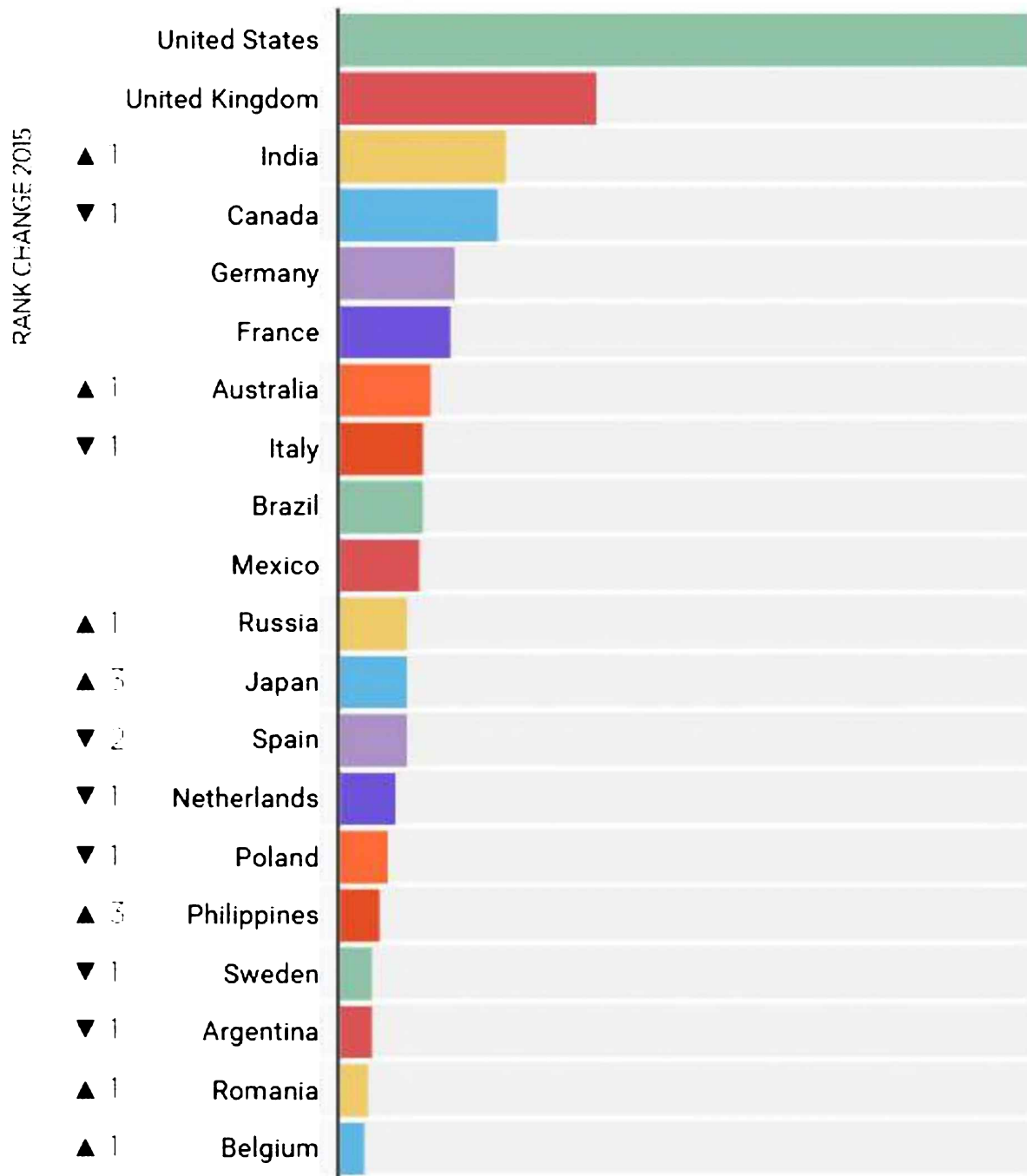


201

## Pornhub's Top 20 Countries

Porn 

Proportion of Worldwide Traffic



[pornhub.com/insights](http://pornhub.com/insights)

We all spent a little more time on Pornhub this year, too. When we put together last year's report, the worldwide average length for a visit to Pornhub was 9 minutes and 16 seconds. "This indicates that most people

are not ‘addicted’ in a way that they spend all of their time on porn, or doing little else with their time,” notes Dr. Laurie. “Your average person only stays long enough to find what they like and masturbate to it.” Over the course of 2015, this figure extended by 4 seconds, with the average session duration now clocking in at 9:20. This likely has to do with the fact that we are spending more time on line, in general. eMarketer reports that we are now spending an average of 5.6 hours online per day, up from 5.3 in 2014. The countries with the lengthiest average visit durations also each added a few seconds their their times. The Philippines remain in the top spot with visits here lasting a leisurely 12:45 on average, which is 5 seconds longer than last year. The US added 11 seconds to their average time on site. India added over a minute to their now 9:30 average since last year, whereas France’s 9:09 average visit length remains exactly the same to where it was at in 2014. On the other hand, Pornhub viewers in countries like Cuba, Mongolia and Kazakhstan tend to keep their sessions short and sweet, with average visit lengths ranging from just over 5 minutes to around 6.5 minutes.

## Time Spent Per Visit

Porn 

How Long Does Each Country Last?



**9 min 20 sec**

Average Visit Duration  
Worldwide

Shortest Duration  
Countries

Cuba	5min 11sec
Mongolia	6min 15sec
Kazakhstan	6min 38sec
Armenia	6min 55sec
Belarus	7min 01sec
Ukraine	7min 02sec
Colombia	7min 04sec
Azerbaijan	7min 06sec
Georgia	7min 11sec
Moldova	7min 37sec

[pornhub.com/insights](https://pornhub.com/insights)

We also took a look at which states last the longest and which have the shortest average visit times. Over in Hawaii, Mississippi and South Carolina, visits last well over 10 and a half minutes, whereas in Rhode Island and Utah, sessions last just over 9 minutes on average.

Interestingly, states with longer average session times tend to be located in

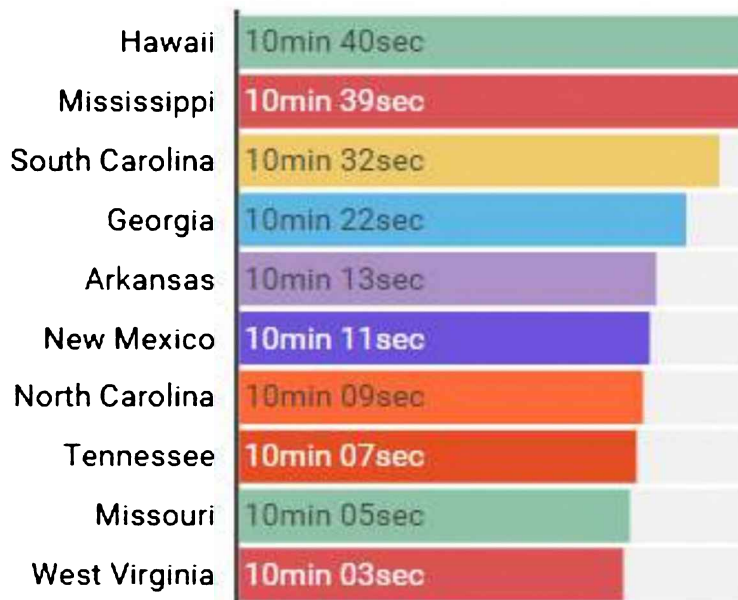
the south, whereas those with shorter average session times are central or more northern. Dr. Laurie indicates that this is an “interesting finding since we often associate the American south with more religious conservatism.”

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## Time Spent Per Visit United States

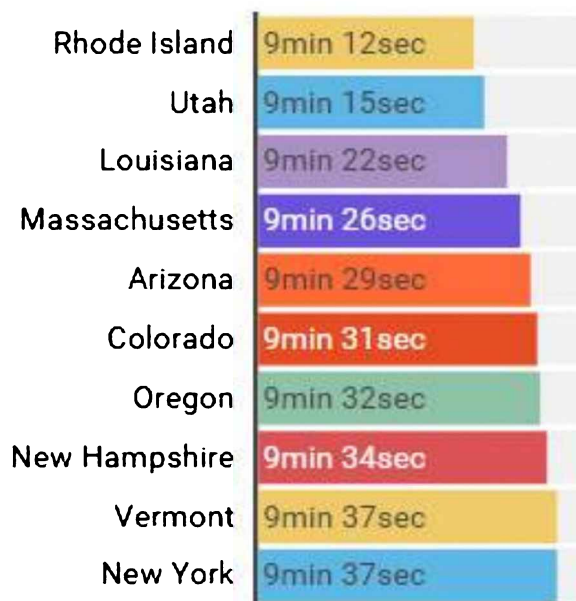
Porn

States That Last the Longest



**9 min 51 sec**  
Average Visit Duration  
in the United States

States That Last The Shortest



[pornhub.com/insights](https://pornhub.com/insights)

Back in November we published Pornhub's Fappy Hour, which outlined which times of the day and which days of the week Americans most visited Pornhub. Below we've got this same data, but on a worldwide level. To

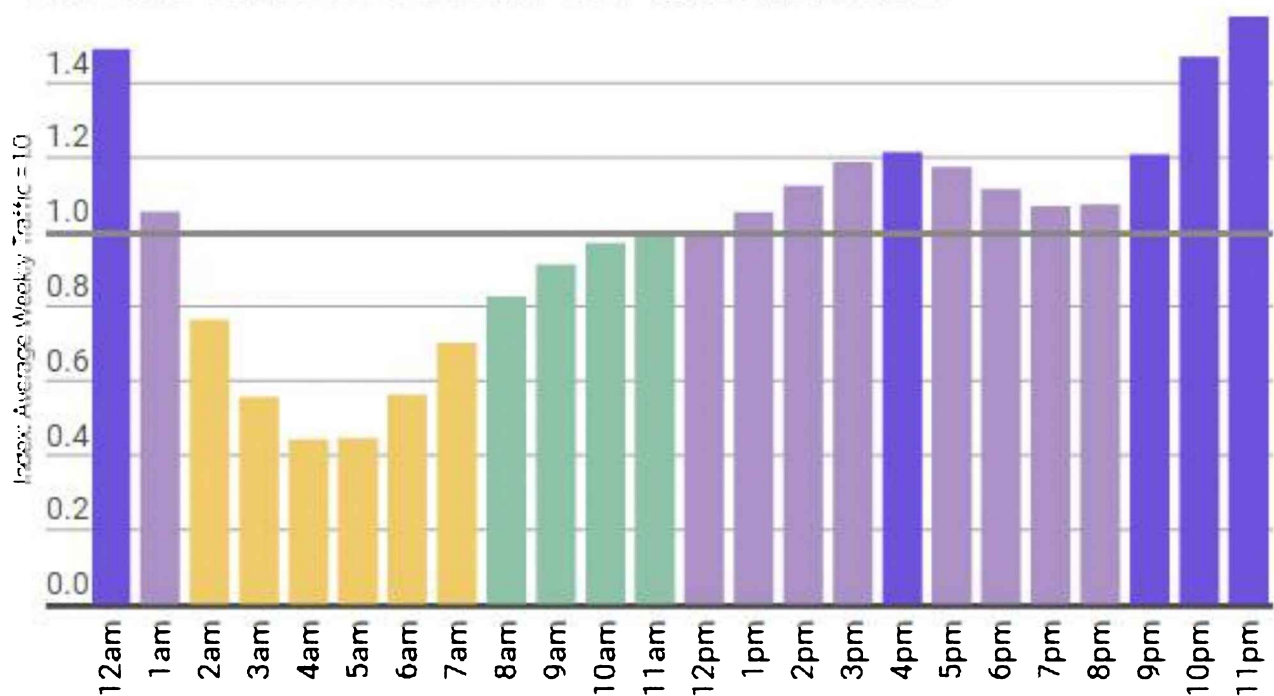
calculate this, we adjusted the data to compensate for the differing time zones around the world. Overall, the majority of visits to the site take place between 9 pm and midnight, after which they drop off drastically between the early morning hours. Traffic then builds back up over the course of the day, with a notable afternoon delight spike at 4 pm, then dipping again during the dinnertime hours after which it begins to climb again at 9. “The peak in the afternoon indicates that people are likely logging on at work. [Maybe 4pm is] when they want to rest their brains perhaps and look for distractions?” posits Dr. Laurie.

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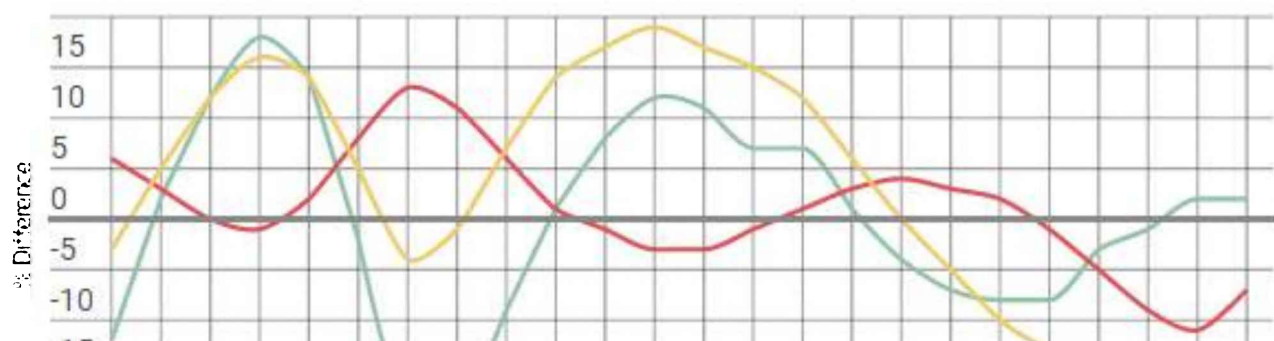
## Hourly Traffic Worldwide

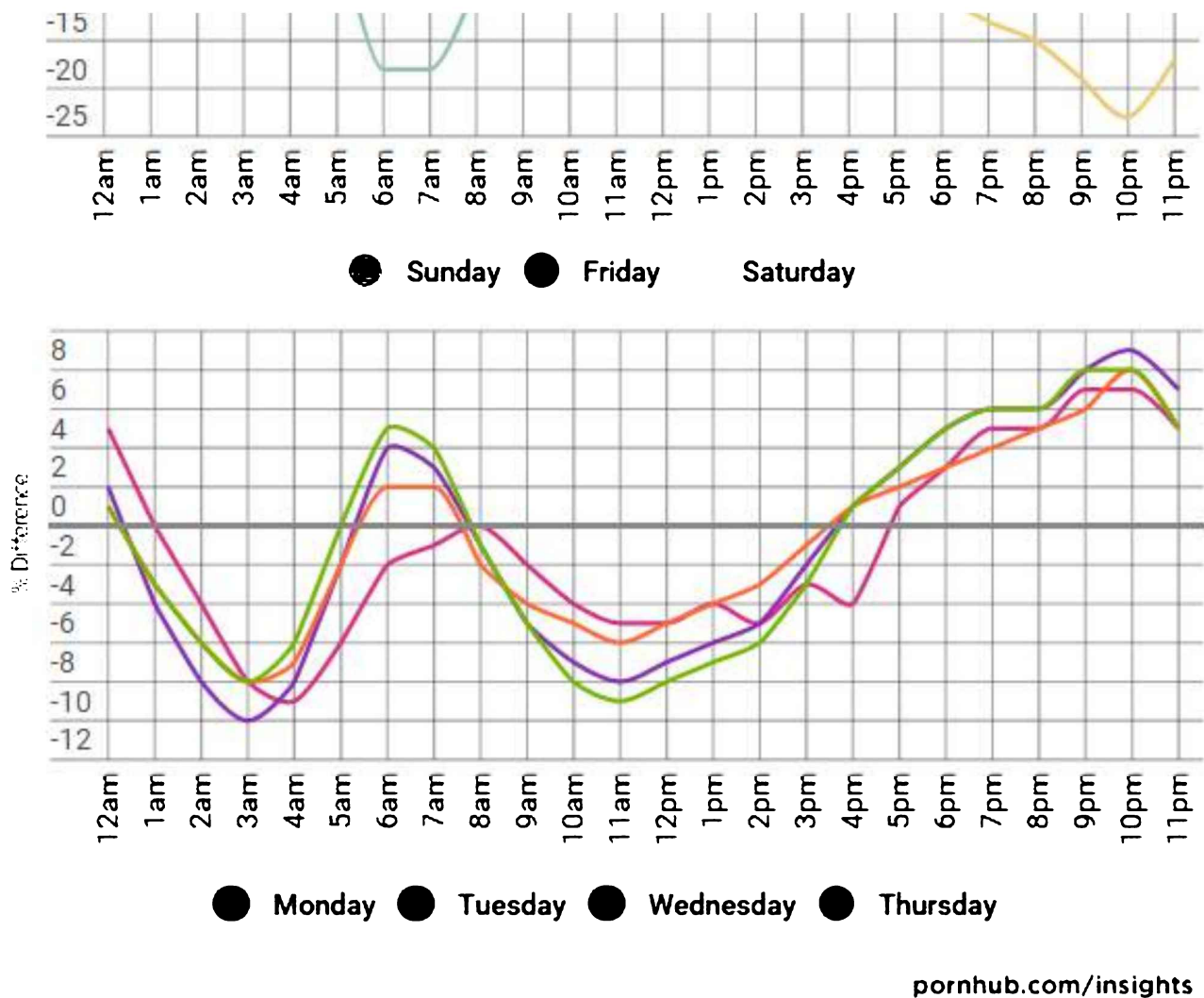
Porn

Favorite Times to Watch Porn (weekly average)



Percent Change in Traffic by Day (compared to weekly average)





This is the pattern that is largely followed on weekdays, during which people are likely sticking to a more regimented routine. On the weekend however, peak hours change and vary, when users are sticking to less strict schedules during their days off from work. Specifically, we see well below average traffic rates during the evening hours on Saturdays, when people tend to be out enjoying themselves, not needing to worry about an early start the next morning. Similarly, we see a spike during the early morning hours on Sunday between 1-4, likely coming from these same people getting a quick session in before bed after their night out. As a result, we see traffic again dipping below average between 5-8 am on Sunday, as users don't have to rush to get their early morning Pornhub time in before heading out to work. Dr. Laurie suggests that "these results may indicate that porn watching is linked to leisure but not as a priority for people. Most people still value human social interaction above solo sex."

## THE SEARCH IS ON



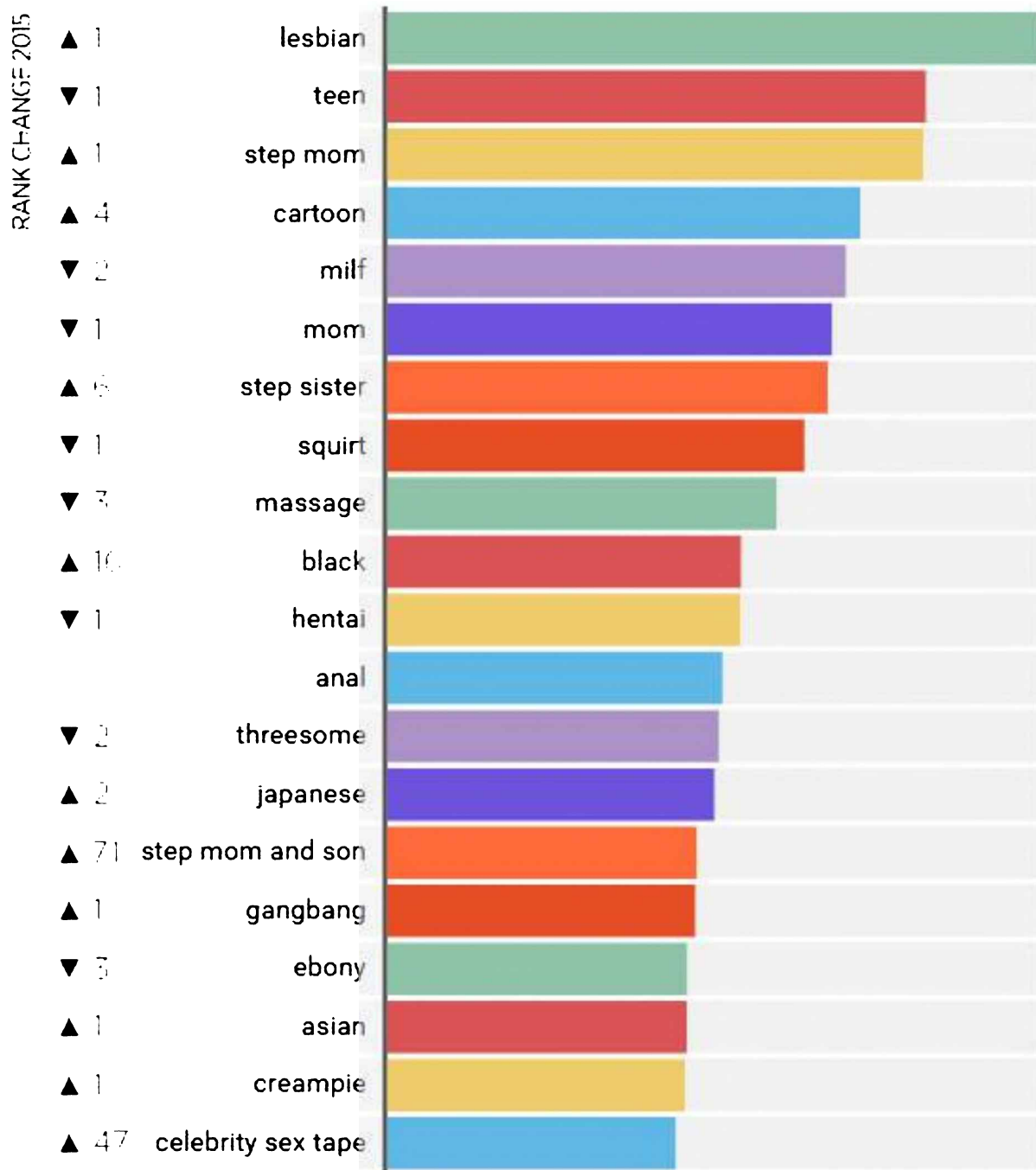
And now for a look at what was searched for the most on Pornhub over the course of the last 12 months. In 2015 'lesbian' was the most searched term on the site. Lady-on-lady loving is also the type of content that happens to be the most popular among our female viewers and as we'll see a little later on in our coverage, our female viewership has also grown over the course of the past year. This may be what finally pushed 'lesbian' into the number one spot. "Research by Dr. Meredith Chivers of Queens University has shown that women are aroused by all kinds of sexual activity/imagery, whether they are gay or straight, while straight men are usually not aroused by gay porn and gay men generally not aroused by straight porn," notes Dr. Laurie. "It could be that the sexual acts they see on lesbian porn is what they favor (mostly cunnilingus), or simply that they get aroused to such a variety of imagery that it is difficult to pinpoint true desires versus what their bodies respond to." Other big gaining search terms this year were 'black' with a 16 rank placement jump and 'celebrity sex tape' with a 47 place jump. Family favorite 'step mom and son' jumped an astonishing 71 places, making it the 15th most searched term on Pornhub, in the world. Dr. Laurie suggests that "taboo acts will always rank high simply because it's taboo. It's also only in fantasy and it usually stays there, as compared to threesomes which are often desired in real life for example."

2015

## Top Searches of 2015

Porn

Most Popular Search Terms Worldwide



[pornhub.com/insights](http://pornhub.com/insights)

We'll continue with a list of the terms that had the most significant proportional search gains from 2014 to 2015. At the top of the list is 'giantess' with an impressive 1091% gain. In case you're unfamiliar, in this

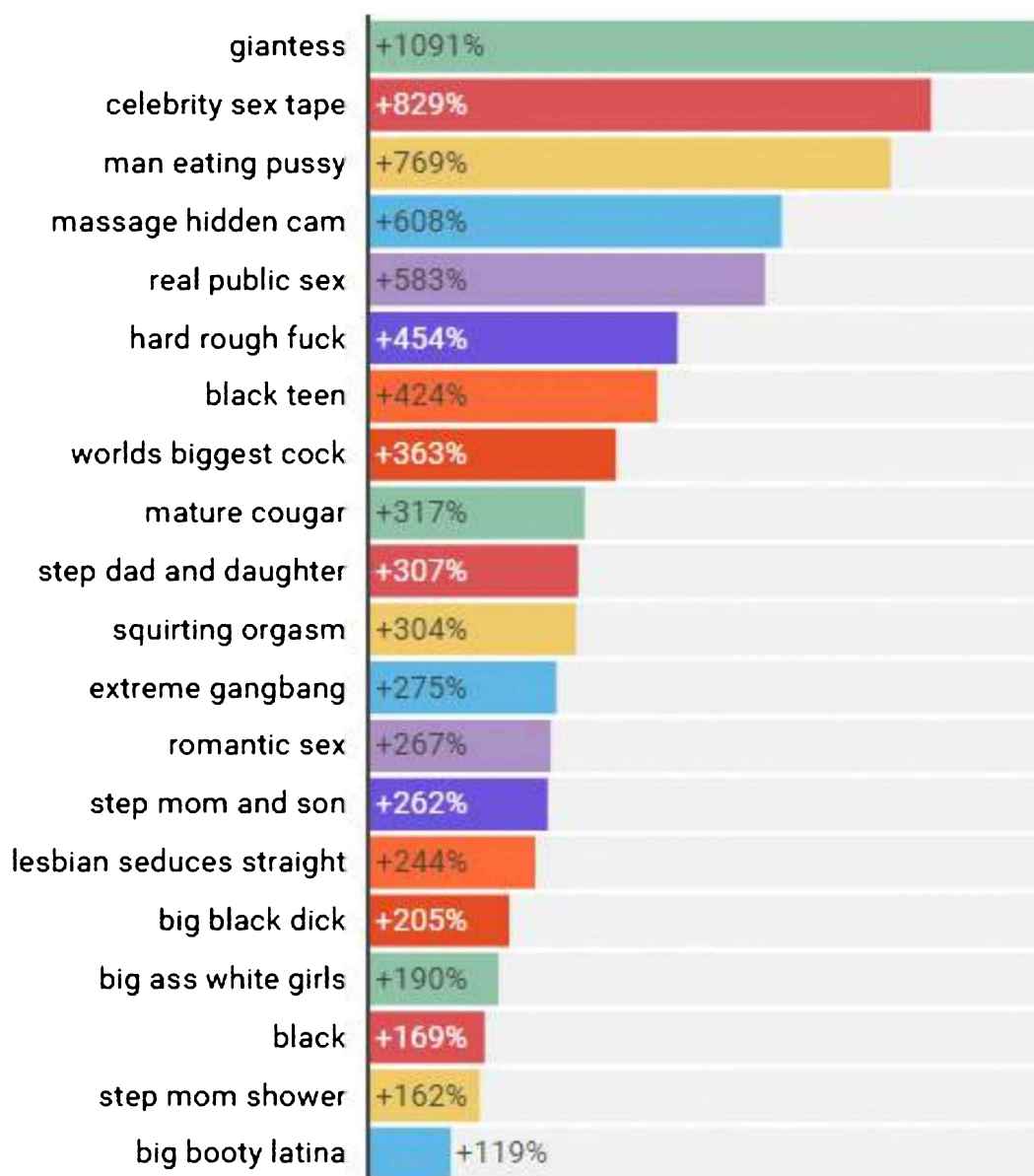
context giantess refers to the depiction of a larger than life woman getting down with some very tiny men. Other impressive gainers include ‘celebrity sex tape’ with an 829% increase over the course of the last year (thanks Kim!) and ‘man eating pussy’ with a 769% gain. “This one may be due to the increase in number of women viewing” the site, suggests Dr. Laurie.

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## Top Gaining Searches

Porn

Searched more in 2015 compared to 2014



Over in the US, 'lesbian' got knocked down from the number one spot as the most searched term in the land, and has been replaced by 'step mom'. 'Celebrity sex tape' here also made an impressive 39 spot leap, indicative of a 553% search increase over the course of the last year and lands in at 12th place. However, it's 'hardcore lesbian scissoring' that had the biggest gain over the course of the last year in America, to the tune of an impressive 918% increase.

Did you know that searches for BBW content have gone up 47% since 2013? Check out our [Big Beautiful Data](#) post for more stats on lovely larger ladies.

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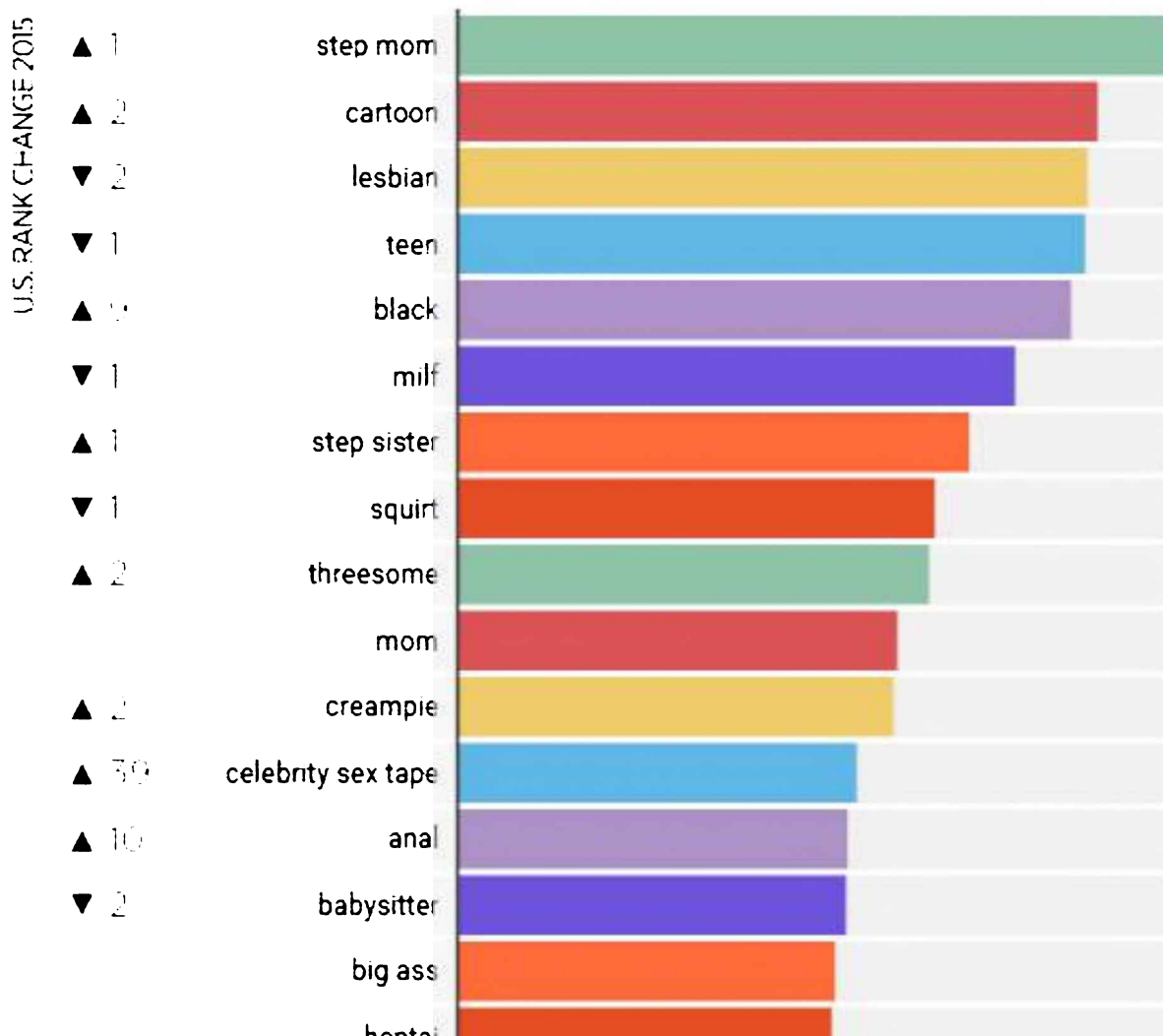
2015

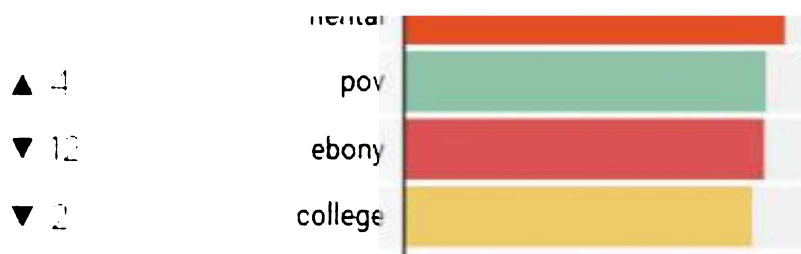


## Top U.S. Searches of 2015

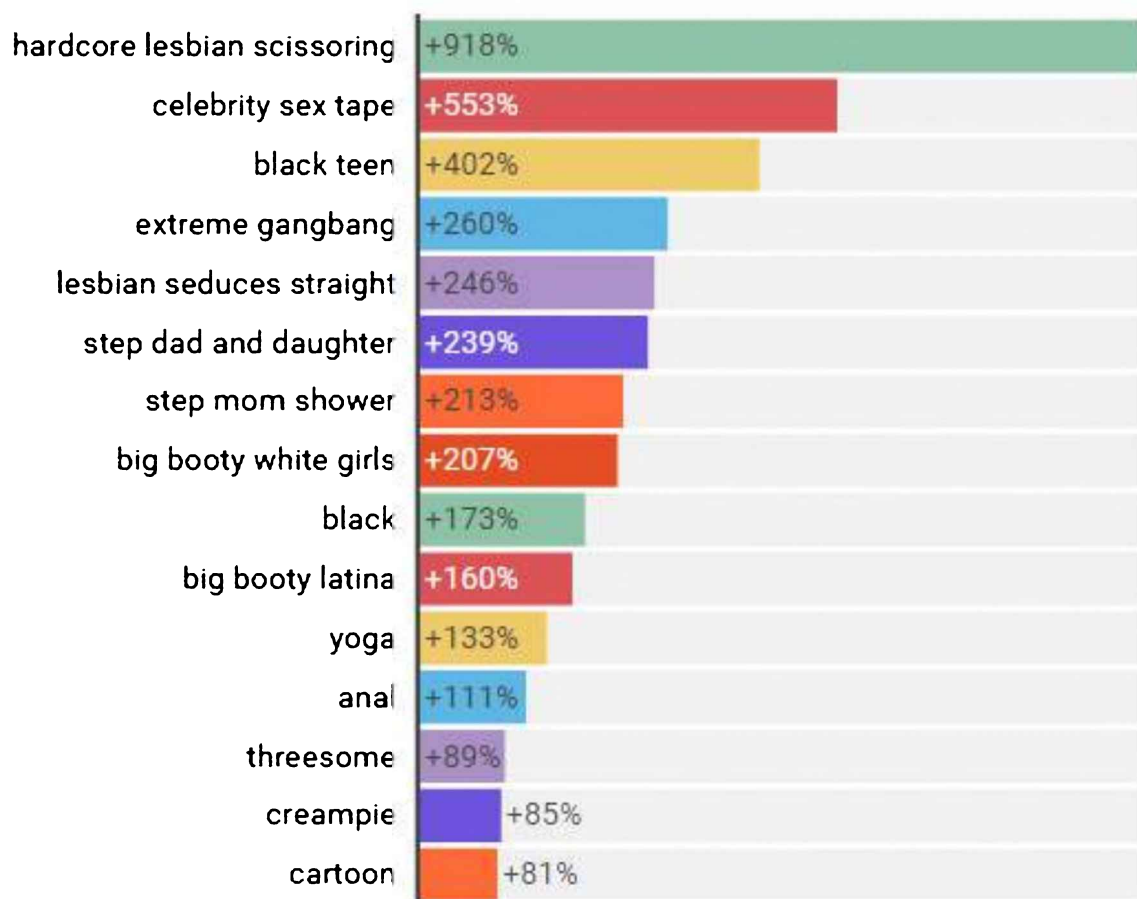
Porn

Most Popular Searches in the United States





## Gaining U.S. Searches (Searched more in 2015 compared to 2014)



[pornhub.com/insights](http://pornhub.com/insights)

Click through this gallery to see where our top terms are searched for the most and least throughout the world. Some interesting trends pop out here. For one, searches for 'cartoon' and 'lesbian' are much more prominent in the western hemisphere, and searches for 'black' increase in popularity in the US and southern Africa. Searches for 'step mom' and 'step sister' are proportionally higher in English speaking countries, whereas our users in most of Asia and Africa don't seem to be overly interested in content featuring squirting.

## SEARCHING AROUND THE WORLD

In this next section we're going to break down the top 10 searches, top

gaining searches, top 3 categories, top 3 porn stars and top 3 relative searches, meaning the terms that are searched for the most in that specific location compared to the rest of the world, for each one of our top 20 countries. We'll begin with the good old US of A.

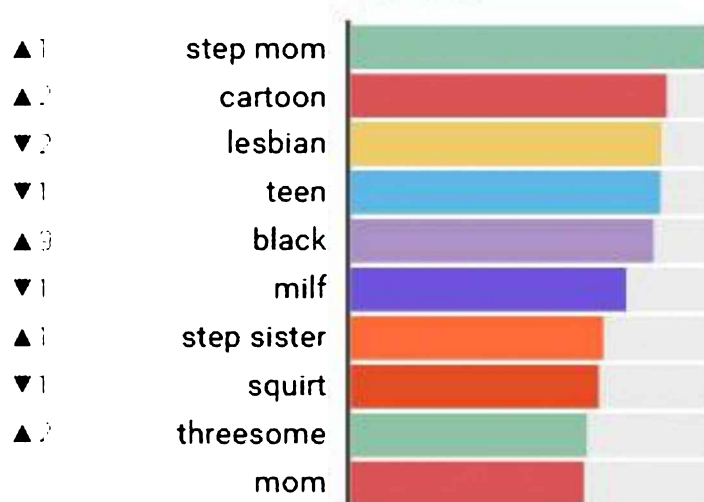
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UNITED STATES

Porn

### Top 10 Searches of 2015



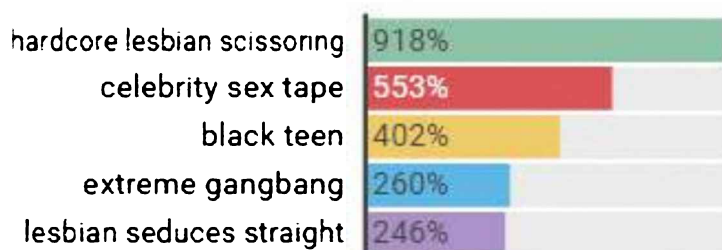
### Top 3 Categories

- 1 Lesbian
- 2 Ebony
- 3 Big Dick

### Top 3 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 2 lisa ann

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world:

- 1 black
- 2 step mom and son
- 2 threesome

[pornhub.com/insights](http://pornhub.com/insights)

In the country that brings the most visitors to Pornhub, search terms like “black,” “step mom and son” and “threesome” are searched for proportionally more than anywhere else around the globe.

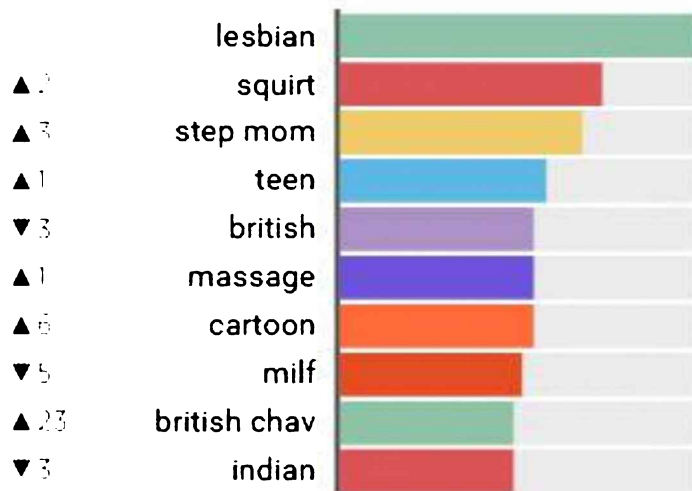
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UNITED KINGDOM

Porn

## Top 10 Searches of 2015



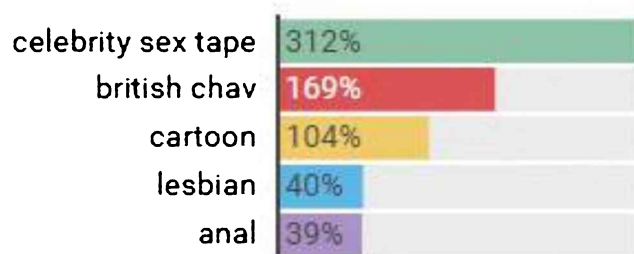
## Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 Mature

## Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Kim Kardashian

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world

- 1 british chav
- 2 british
- 2 indian

pornhub.com/insights

Over in the United Kingdom, ‘british chav’ climbed an impressive 23 spots to land in at number 9 as the most searched for term there, and is also the top relative search. Searches for the term were also up 312% over last year. What’s also really interesting here is that ‘indian’ shows up in third place on the UK’s top relative searches, likely having to do with the sizable Indian population residing there. “Recent research from Royal Holloway University has shown that we are attracted to and trust, people who look like us. So it stands to reason that countries with specific populations (“black” “indian” “asian”) will search for those words,” posits Dr. Laurie.

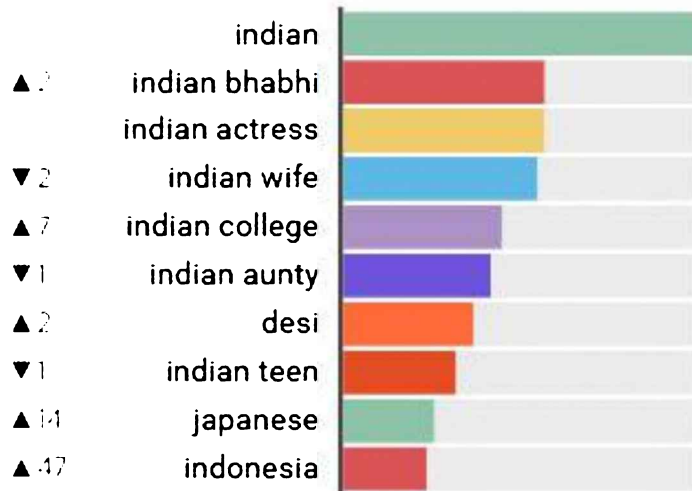


# 201



## Porn

### Top 10 Searches of 2015



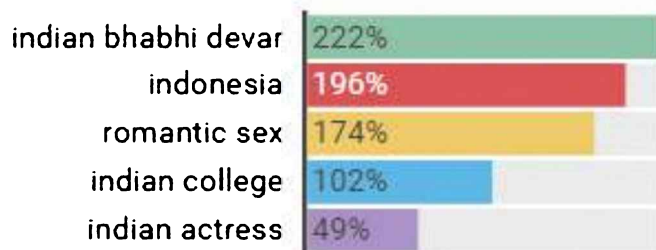
### Top 3 Categories

- 1 Teen
- 2 Babe
- 3 Big Dick

### Top 3 Pornstars

- 1 Sunny Leone
- 2 Mia Khalifa
- 2 Lisa Ann

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world

- 1 indian bhabhi
- 2 indian actress
- 2 indian wife

[pornhub.com/insights](http://pornhub.com/insights)

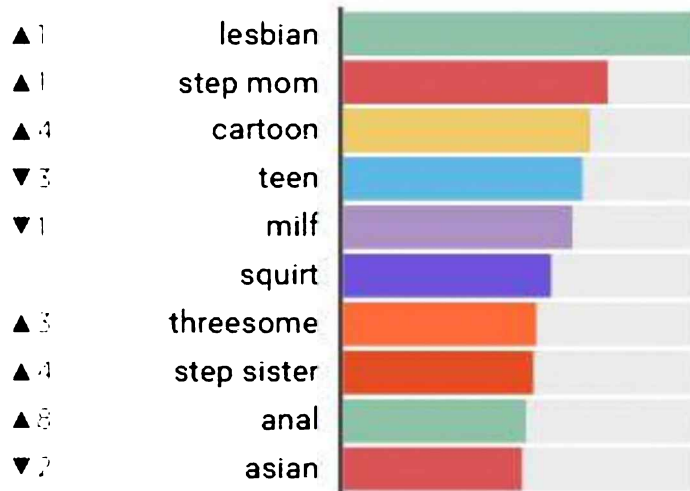
Some interesting changes over in India. While the vast majority of top, gaining and relative searches here contain 'indian,' search terms 'japanese' and 'indonesia' both made some impressive leaps to get into the top 10 list with 14 and 47 place jumps respectively. Bollywood babe Sunny Leone (NSFW) is the top searched porn star.

# 201

## (🇨🇦) CANADA

Porn 

### Top 10 Searches of 2015



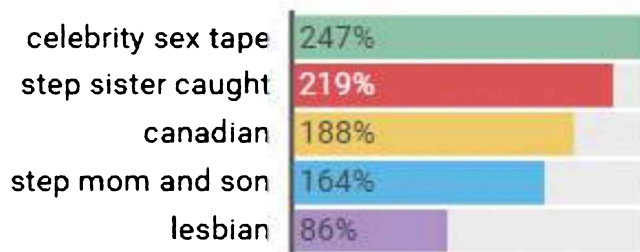
### Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

### Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Asa Akira

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world:

- 1 pov
- 2 threesome
- 2 lesbian

[pornhub.com/insights](http://pornhub.com/insights)

While Canada is one of the few countries that does not feature its own nationality as a top searched term, searches for 'canadian' were in fact up by 188% over the course of the last year. How's that for patriotism, eh? 'Anal' is also up 8 spots, now sitting in at 9th place on the country's list of top search terms.

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GERMANY

Porn

## Top 10 Searches of 2015



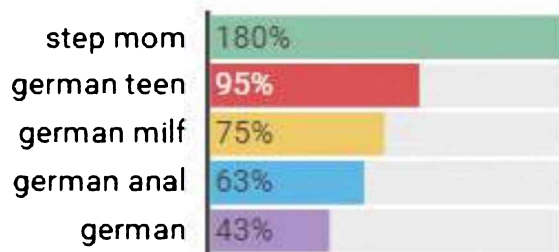
## Top 3 Categories

- 1 Teen
- 2 Anal
- 3 Hentai

## Top 3 Pornstars

- 1 Lexy Roxx
- 2 Mia Khalifa
- 2 Gina Lisa Lohfink

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 german amateur
- 2 german
- 2 german teen

pornhub.com/insights

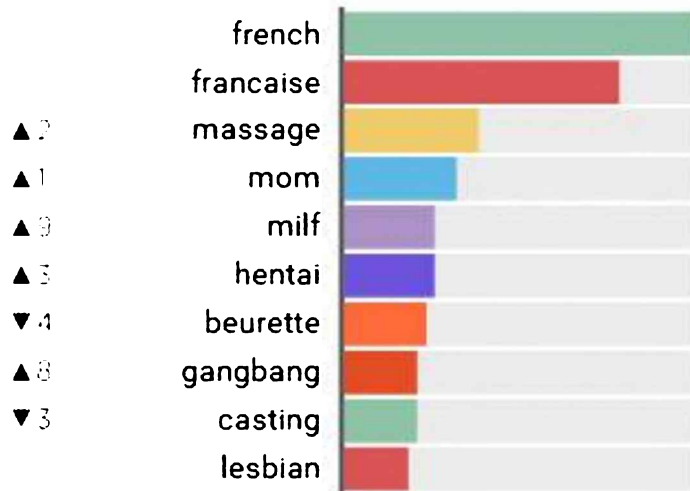
Germany comes in 5th place on Pornhub's list of top 20 countries and has some very patriotic search habits indeed. 'German' remains the top searched for term by a long shot, followed by others like 'german milf' in thirdplace, 'deutsch' in fourth and 'german amateur' in 5th. 'Step mom' searches increased by 180% in Germany, where homegirl Lexy Roxx (NSFW) is the top searched porn star in the land.

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## FRANCE

Porn

## Top 10 Searches of 2015



## Top 3 Categories

- 1 Anal
- 2 Mature
- 3 Teen

## Top 3 Pornstars

- 1 Kim Kardashian
- 2 Clara Morgane
- 2 Lisa Ann

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 francaise
- 2 etudiante francaise
- 2 french amateur

pornhub.com/insights

The step mom craze on Pornhub appears to have transcended language as well. In France, searches for 'belle mere' which is the french translation of the term, have increased by a solid 190% from 2014 to today. Local lady Clara Morgane (NSFW) slides into second place on the list of top searched porn stars and the category with the most views in the country that's home to the city of love is Anal.

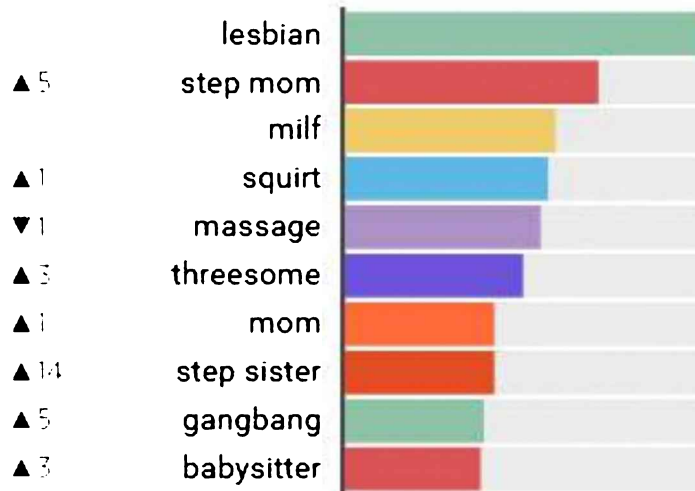
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AUSTRALIA

Porn

## Top 10 Searches of 2015



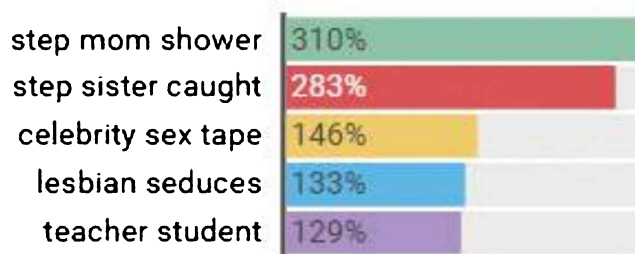
## Top 3 Categories

- 1 Lesbian
- 2 Teen
- 3 MILF

## Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Kim Kardashian

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world

- 1 australian
- 2 lesbian
- 2 massage

pornhub.com/insights

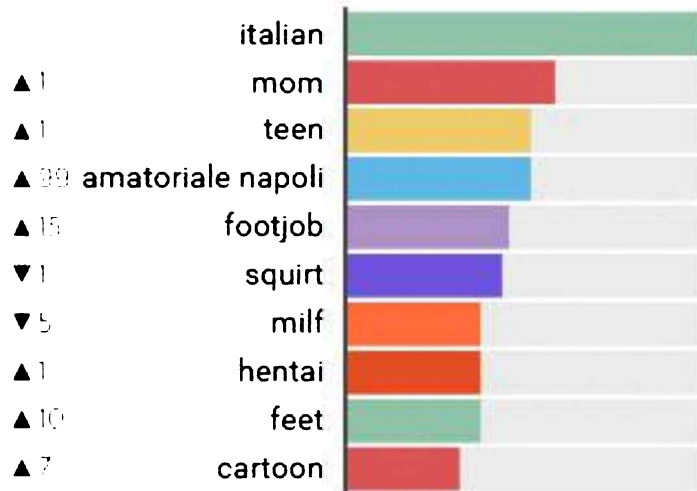
Down under in Australia searches for step relatives are all the rage. 'Step mom' and 'step sister' land in at the number 2 and number 8 spots for most searched terms in the country, both with some impressive gains over last year. Similarly, the top gaining searches here are 'step mom shower' with a 310% increase and 'step sister caught' with a 283% growth in searches since 2014.

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ITALY

Porn

## Top 10 Searches of 2015



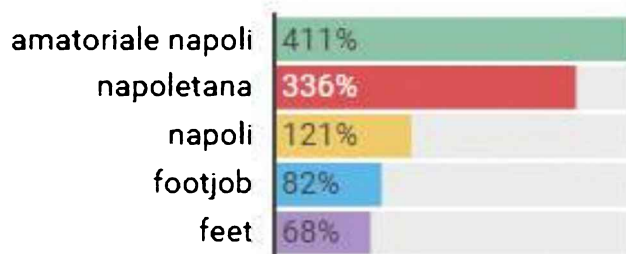
## Top 3 Categories

- 1 Mature
- 2 MILF
- 3 Big Dick

## Top 3 Pornstars

- 1 Sara Tommasi
- 2 Lisa Ann
- 2 Rocco Siffredi

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 amatoriale napoli
- 2 italiana
- 2 footjob

pornhub.com/insights

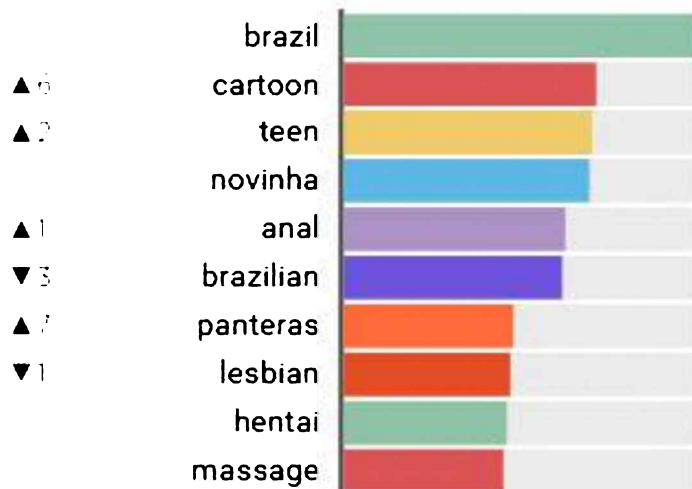
Over in the bootshaped country, searches for ‘footjob’ and ‘feet’ were quite popular in 2015. Nabbing the 5th and 9th spots in Italy, the 2 terms also showed search increases of 82% and 68% respectively. The biggest gainer this year by far, however, was ‘amatoriale napoli,’ translating to ‘amateur Naples’ which climbed an impressive 99 spots to secure the 4th place rank, which is representative of a 411% search increase.

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Porn

## Top 10 Searches of 2015



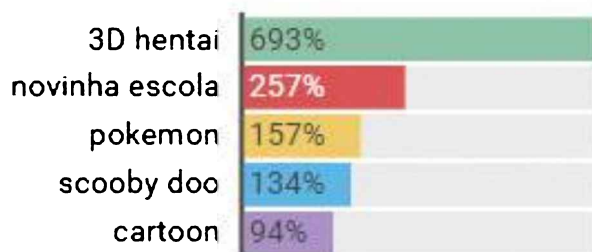
## Top 3 Categories

- 1 Big Dick
- 2 Anal
- 3 Lesbian

## Top 3 Pornstars

- 1 Kid Bengala
- 2 Mia Khalifa
- 2 Marcia Imperator

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world

- 1 Panteras
- 2 Novinha
- 2 Brasil

[pornhub.com/insights](http://pornhub.com/insights)

Searches for '3D hentai' were up almost 700% in Brazil this year. Similarly, 'cartoon' is now the second most searched term in the country, up 6 spots from last year, and searches for 'pokemon' and 'scooby doo' are up 157% and 134% respectively. Basically brazilians really got into animated porn this year, explained possibly by the fact that Brazil has the largest Japanese population outside of Japan, where this type of content is also quite popular. Local porn stars Kid Bengala (NSFW) and Marcia Imperator (NSFW) are the 1st and 3rd most searched for in their homeland.

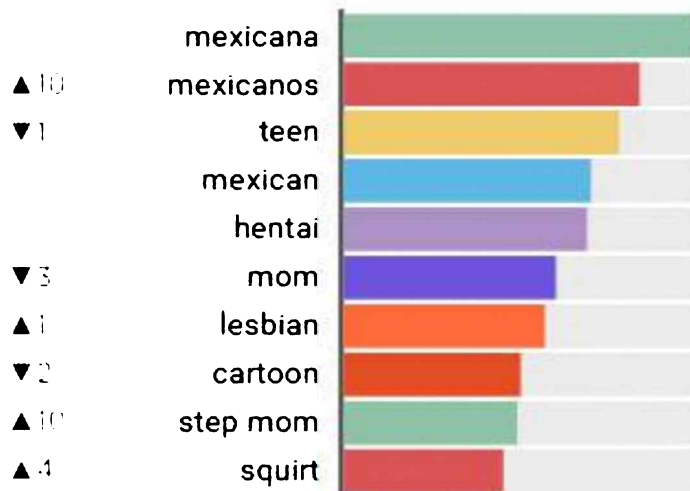


# 201



## Porn

### Top 10 Searches of 2015



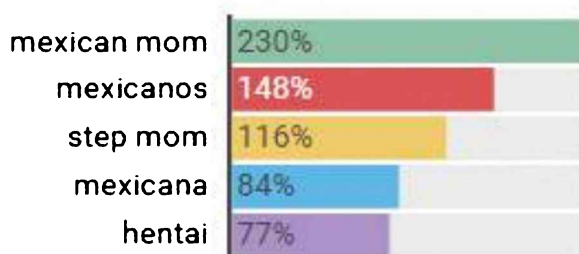
### Top 3 Categories

- 1 Teen
- 2 Lesbian
- 3 Big Dick

### Top 3 Pornstars

- 1 Mujer Luna Bella
- 2 Mia Khalifa
- 2 Lisa Ann

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world:

- 1 mexicanos
- 2 mexicana
- 2 mexican

[pornhub.com/insights](http://pornhub.com/insights)

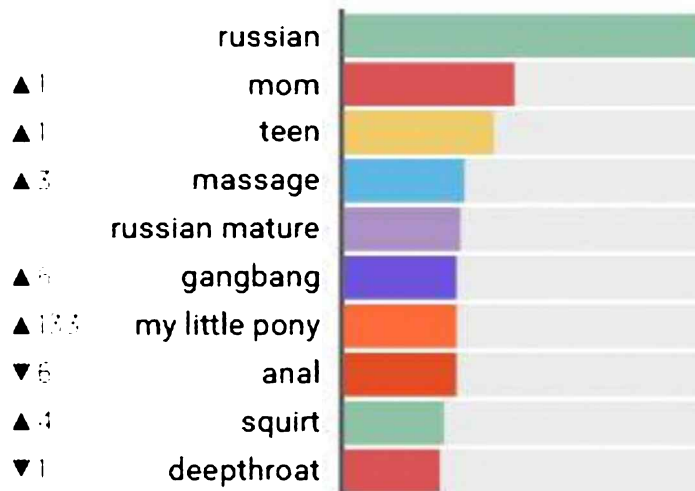
Over in Mexico, megababe Mujer Luna Bella (NSFW) claims the top spot as the most searched for porn star in the country. Searches for step mom are up 116%, not to be outshined by the more local variant 'mexican mom' for which searches increased by a respectable 230% this year.

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## RUSSIA

Porn

## Top 10 Searches of 2015



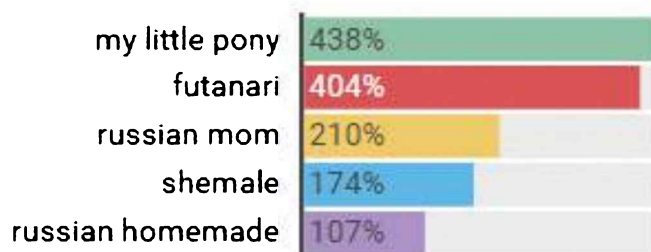
## Top 3 Categories

- 1 Anal
- 2 Teen
- 3 Mature

## Top 3 Pornstars

- 1 Sasha Grey
- 2 Lisa Ann
- 2 Madison Ivy

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 russian homemade
- 2 russian mom
- 2 my little pony

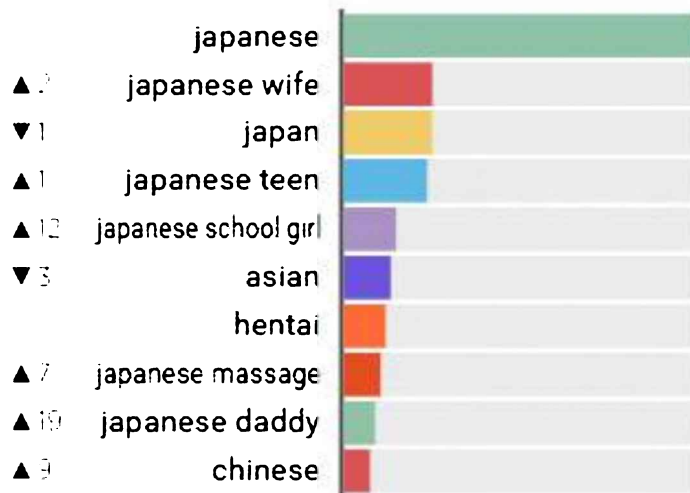
pornhub.com/insights

It's all about My Little Pony in Russia. Searches are up a whopping 438% since 2014 and the term jumped an astonishing 133 places to slide in at 7th place on the list of most searched terms in the country. The California-born babe with the Russian sounding name, Sasha Grey (NSFW), is top searched porn star in the country.

## ● JAPAN

Porn 

### Top 10 Searches of 2015



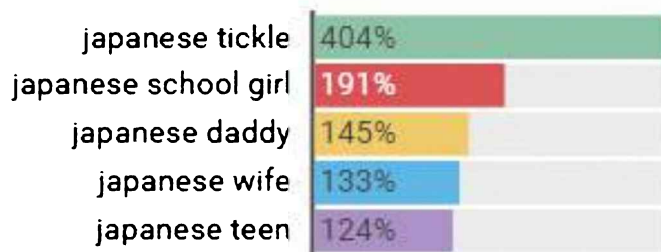
### Top 3 Categories

- 1 Hentai
- 2 Asian
- 3 Teen

### Top 3 Pornstars

- 1 Ai Uehara
- 2 Yuma Asami
- 2 Yui Hatano

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world:

- 1 japanese
- 2 japanese wife
- 2 japanese teen

[pornhub.com/insights](http://pornhub.com/insights)

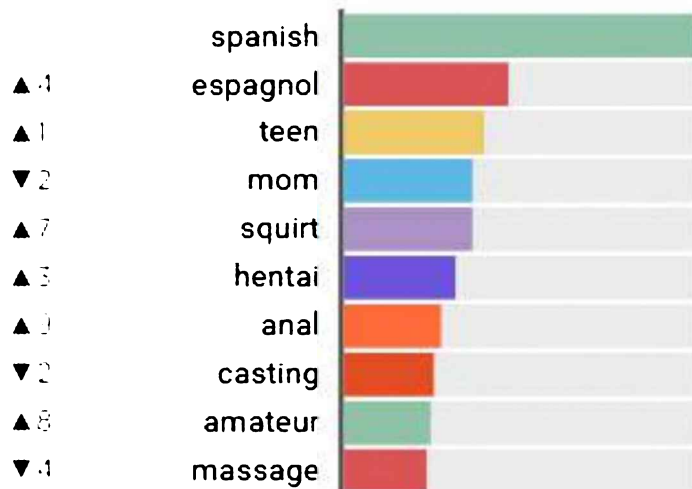
The patriotism is strong over in Japan in that the vast majority of top, gaining and relative searches contain 'japanese'. The top gaining term in Pornhub's 12th ranked country is 'japanese tickle' with a solid 404% increase. All of the porn stars on the list here, [Ai Uehara](#) (NSFW), [Yuma Asami](#) (NSFW) and [Yui Hatano](#) (NSFW), hail from Japan.

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Porn

## Top 10 Searches of 2015



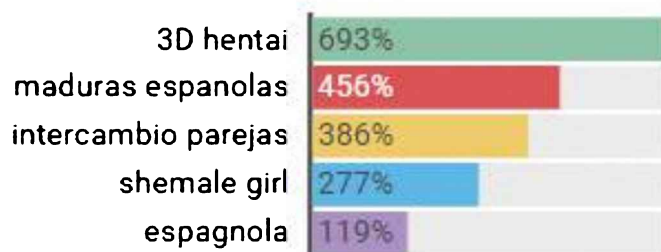
## Top 3 Categories

- 1 Mature
- 2 Teen
- 3 Big Tits

## Top 3 Pornstars

- 1 Nacho Vidal
- 2 Mia Khalifa
- 2 Lisa Ann

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 español
- 2 maduras espanolas
- 2 intercambio parejas

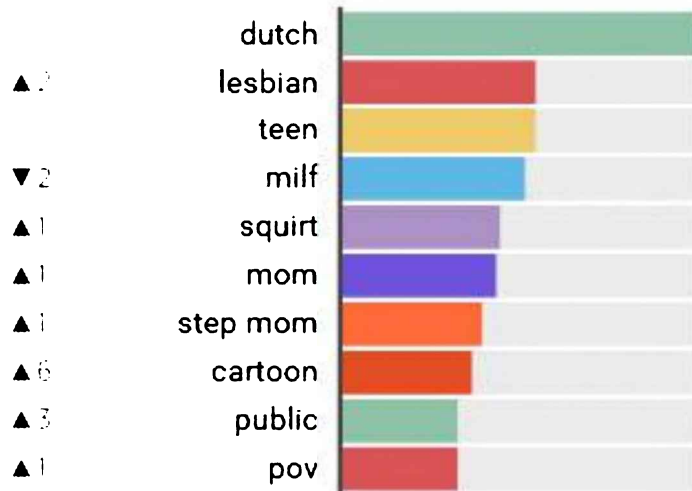
[pornhub.com/insights](http://pornhub.com/insights)

In spot number lucky 13 comes Spain. In this lovely Mediterranean country, they like their ladies a little more on the seasoned side. Mature is the most viewed category here and searches 'maduras espanolas' or 'spanish swingers' increased by 456% since 2014. Barcelona bad boy Nacho Vidal (NSFW) is the most searched for porn star in the country.

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 **NETHERLANDS**
**Porn** 

### Top 10 Searches of 2015



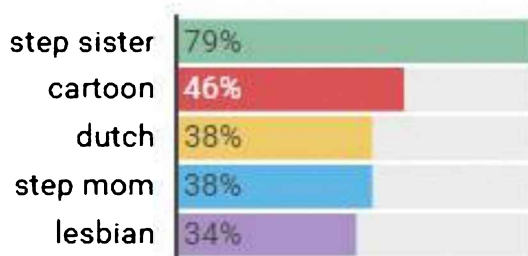
### Top 3 Categories

- 1 Teen
- 2 Lesbian
- 3 MILF

### Top 3 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 2 Lisa Ann

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world:

- 1 dutch
- 2 public
- 2 milf

[pornhub.com/insights](http://pornhub.com/insights)

Who says the best porn needs to feature real life actors? This isn't necessarily the case down in the Netherlands, where 'cartoon' is up 6 spots on the list of top searched terms, in at number 8. Searches for the term increased by 46% over the course of the last year. "Cartoon sex searches certainly indicate the level of fantasy that porn offers," notes Dr. Laurie. "My hypothesis is that the rise can probably be attributed to the frequency with which many people engage in gaming, hence spending lots of time in a world of fantasy. The [desire to watch] sex with cartoons can be an extension of this."

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## POLAND

Porn

## Top 10 Searches of 2015



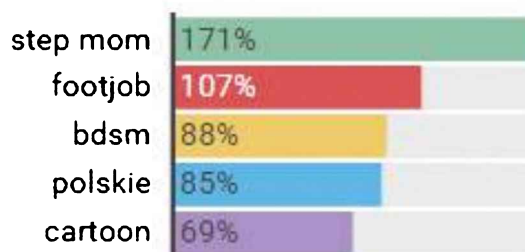
## Top 3 Categories

- 1 Teen
- 2 MILF
- 3 Mature

## Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Sasha Grey

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world

- 1 polskie
- 2 poland
- 2 polska

pornhub.com/insights

The step mom craze continues over in Poland, where searches are up 171%, nabbing the 4th spot rank on the list of the top 10 most searched terms. BDSM searches were also up 88% this year. Searches for 'czech' are down 6 points, now ranking it at spot number 10.

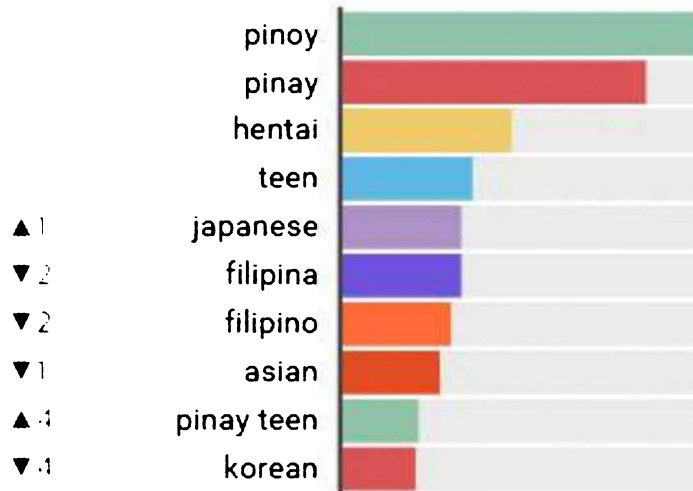
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PHILIPPINES

Porn

## Top 10 Searches of 2015



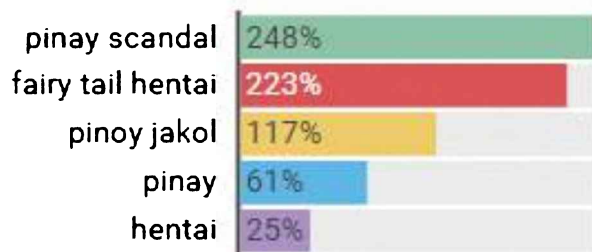
## Top 3 Categories

- 1 Hentai
- 2 Teen
- 3 Babe

## Top 3 Pornstars

- 1 Maria Ozawa
- 2 Mia Khalifa
- 2 Kim Kardashian

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world

- 1 pinoy
- 2 pinay
- 2 filipina

pornhub.com/insights

Japanese mega babe Maria Ozawa (NSFW) is the most searched for porn star in the Philippines. Incidentally, 'japanese' is also the 5th most searched for term in the island nation. Otherwise, they are keeping it local with search terms like 'pinoy,' 'pinay' and 'filipina' dominating the top 10 list.



# 201



## Porn

### Top 10 Searches of 2015



### Top 3 Categories

- 1 Teen
- 2 MILF
- 3 Lesbian

### Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Kim Kardashian

### Top Gaining Searches



### Top Relative Searches

Searched more compared to world

- 1 svensk
- 2 swedish homemade
- 2 swedish amateur

[pornhub.com/insights](http://pornhub.com/insights)

If you're looking for the 'worlds biggest dick,' you may want to consult a swede as they really appear to have done their research this year. Searches for this term specifically are up 338% in Sweden.

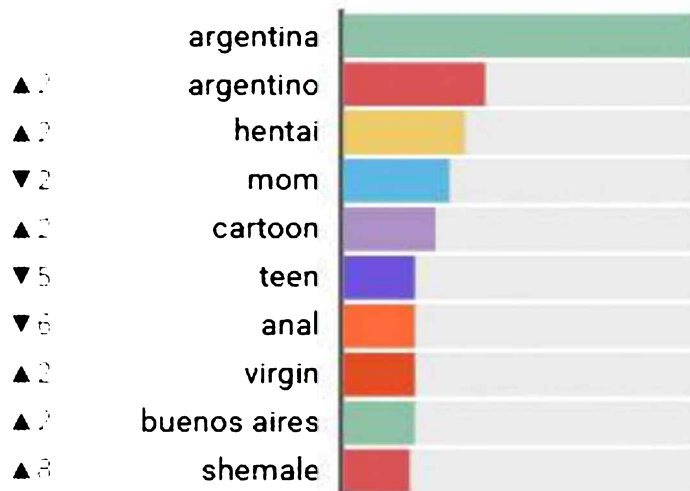
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ARGENTINA

Porn

## Top 10 Searches of 2015



## Top 3 Categories

- 1 Anal
- 2 Big Dick
- 3 Teen

## Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Esperanza Gomez

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 argentinas famosas
- 2 argentina casero
- 2 argentino

pornhub.com/insights

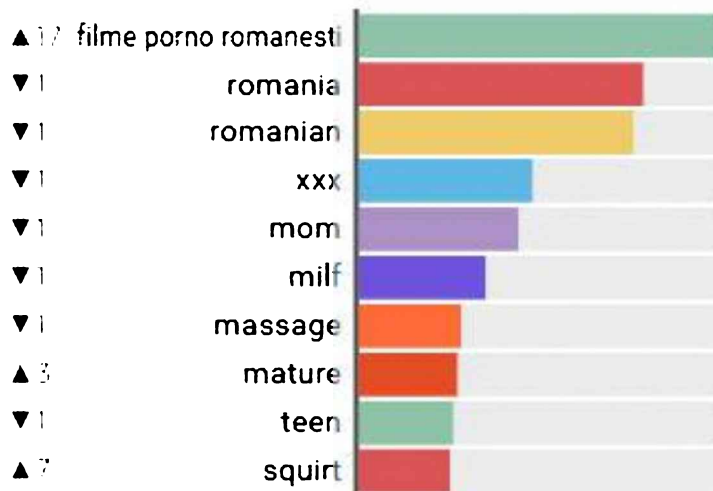
It's all about the homegrown in Argentina, where 'argentina,' and 'argentino' are the nation's top searched terms. When we look at the top gaining searches in the country, 'jovencitas argenatinas' meaning 'young argentinians,' and 'argentina casero' which translates to 'argenitina home' showed increases of 176% and 159% respectively.

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Porn

## Top 10 Searches of 2015



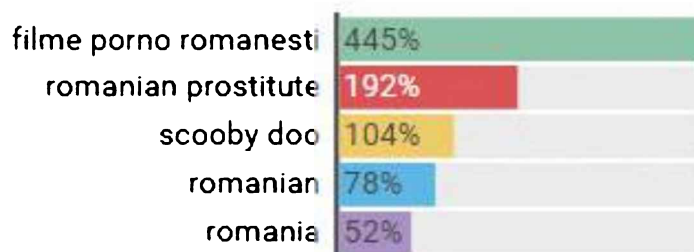
## Top 3 Categories

- 1 Mature
- 2 MILF
- 3 Big Dick

## Top 3 Pornstars

- 1 Alina Plugaru
- 2 Mia Khalifa
- 2 Lisa Ann

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 filme porno romanesti
- 2 romania
- 2 romanian

[pornhub.com/insights](http://pornhub.com/insights)

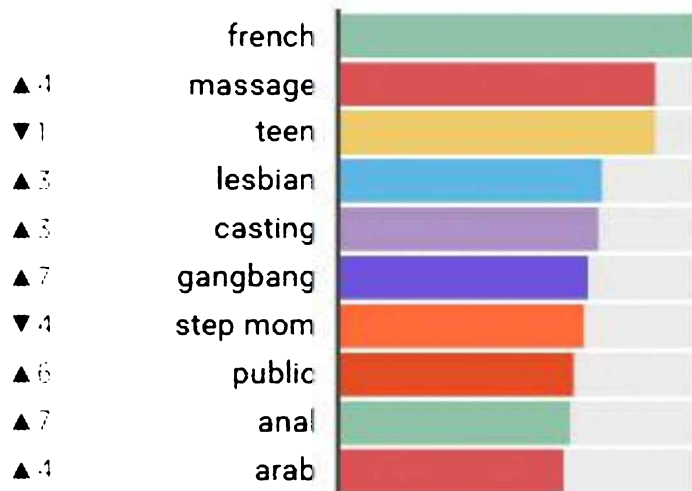
If you're looking for a country where searches for 'Scooby Doo' porn increased considerably this year, look no further than Romania. In the country famous for being home to Dracula, homegirl Alina Plugaru (NSFW) is the most searched for porn star.

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Porn

## Top 10 Searches of 2015



## Top 3 Categories

- 1 Teen
- 2 Lesbian
- 3 Babe

## Top 3 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 2 Kim Kardashian

## Top Gaining Searches



## Top Relative Searches

Searched more compared to world:

- 1 belgian
- 2 belgium
- 2 french

[pornhub.com/insights](http://pornhub.com/insights)

Belgium is one of the few European countries that does not feature its own nationality on its list of top searched terms. Rather, 'french' takes the top spot, followed by 'massage' in 2nd. 'Arab' takes 10th place, which is perhaps explained by Lebanese born babe Mia Khalifa claiming second place on the country's list of top searched porn stars.

## LEADING LADIES

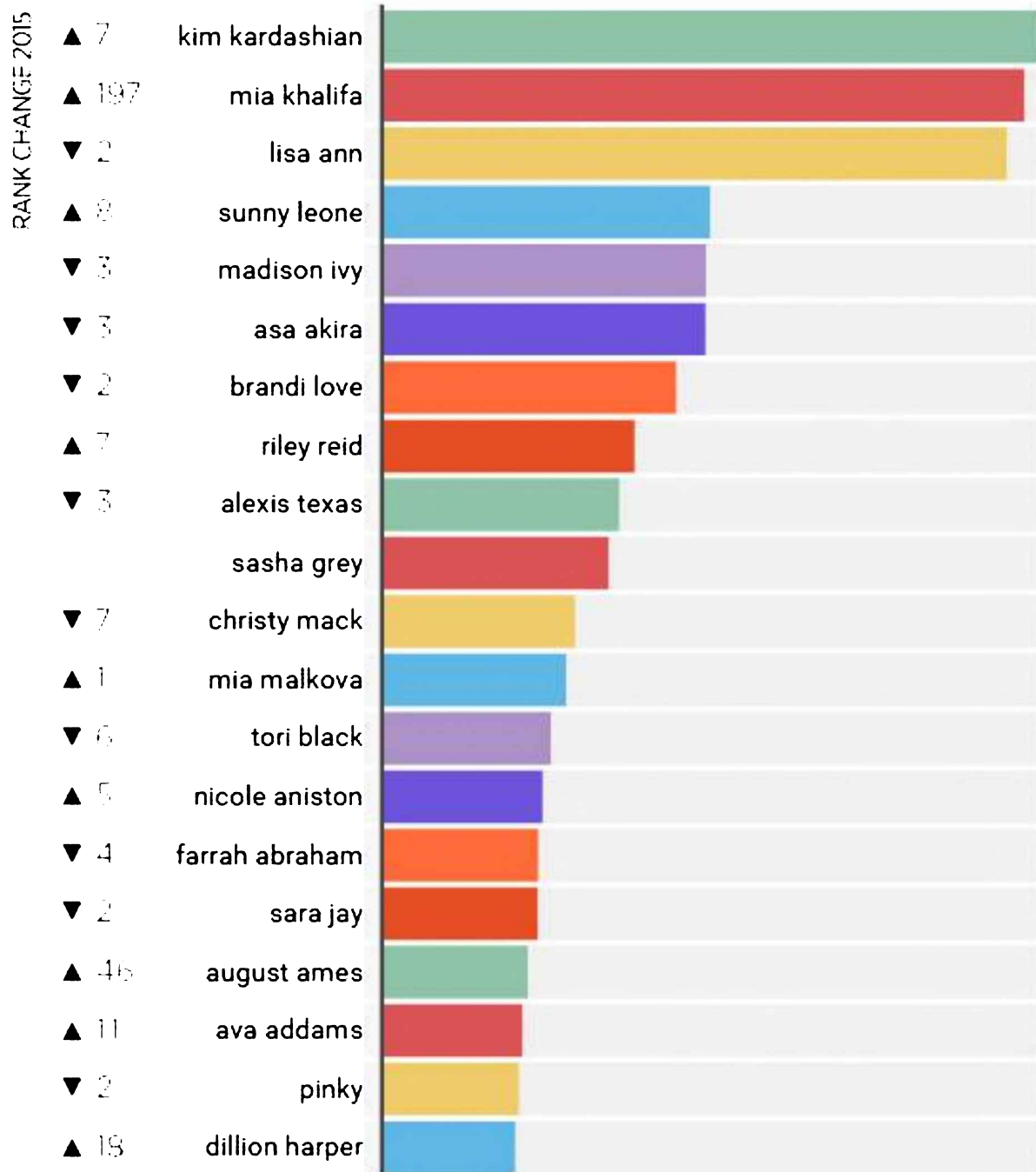
Did you know that Pornhub's most viewed video of all time is the very NSFW 'Kim Kardashian Sex Tape With Ray J'? As such, Kim K nabs the top spot as most searched for porn star on Pornhub this year, followed closely by pro athlete fave Mia Khalifa (NSFW) and then MILF queen Lisa

Ann (NSFW) in 3rd. We saw an increase in India's traffic shares this year, which may account for the considerable 8 spot climb by the country's number one babe Sunny Leone (NSFW) this year. Pornhub viewers also seem to really be enjoying Riley Reed's videos, who is up 7 spots, perhaps thanks to the release of her first anal scene (NSFW) this year. Brunette babes August Ames (NSFW) and Dillion Harper (NSFW) were also being searched for a lot more this year, as indicated by their 46 and 18 respective rank jumps.

## Top Pornstars of 2015

Porn 

Most Searched for Pornstars Worldwide



[pornhub.com/insights](http://pornhub.com/insights)

It was quite the year for the Library Girl herself, Kendra Sunderland (NSFW), who tops the list for the porn star with the highest proportion of search increases over the course of the last year with a whopping 3869%

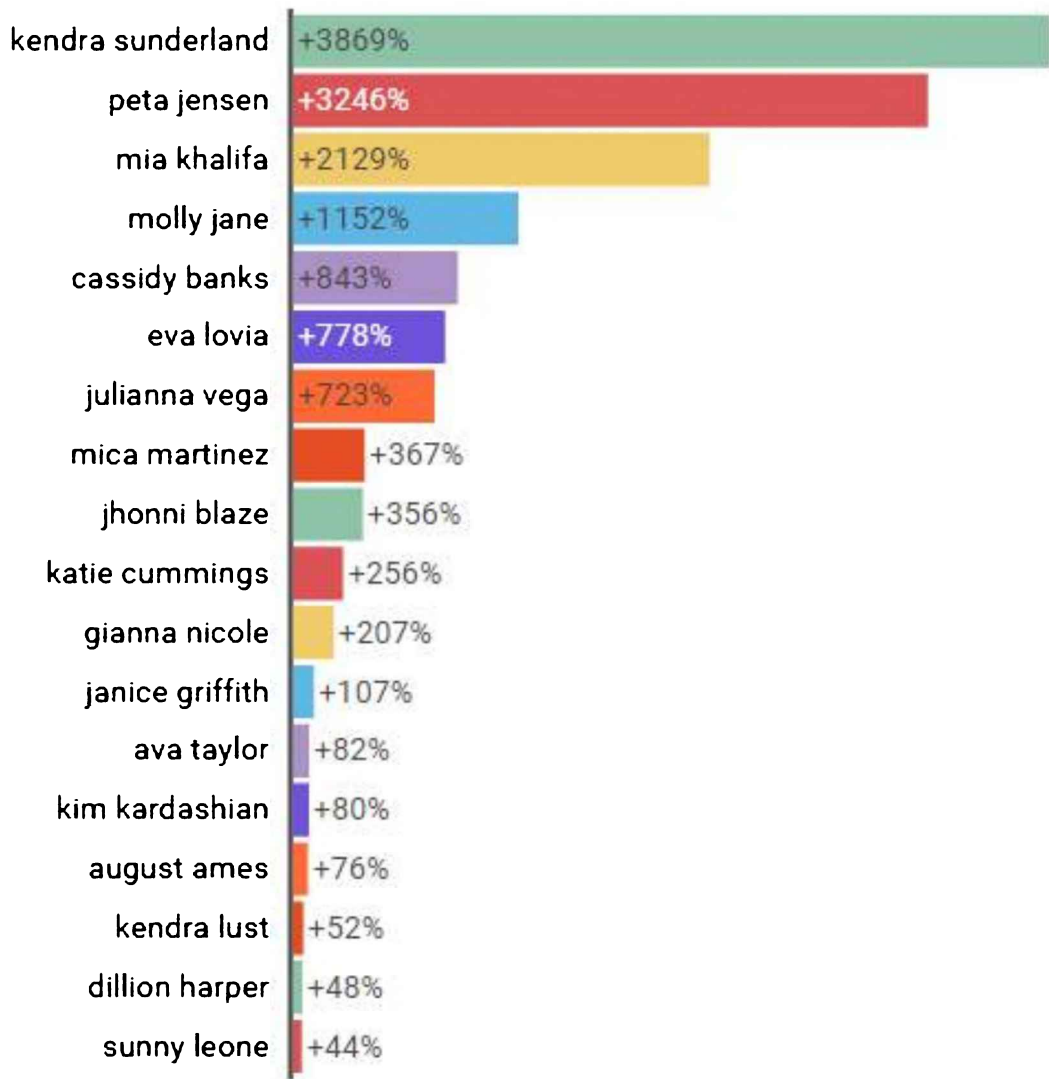
gain. Searches for Floridian foxy lady Peta Jensen (NSFW) were up 3246% and for our near sextronaut and Digital Playground contract star Eva Lovia (NSFW) at 778%.

2015

## Top Gaining Pornstars

Porn

Searched more in 2015 compared to 2014



[pornhub.com/insights](http://pornhub.com/insights)

## CATEGORICAL ANALYSIS

Not only was ‘Lesbian’ 2015’s top searched term on Pornhub, it also happens to be the category with the highest number of views. The ‘Teen’

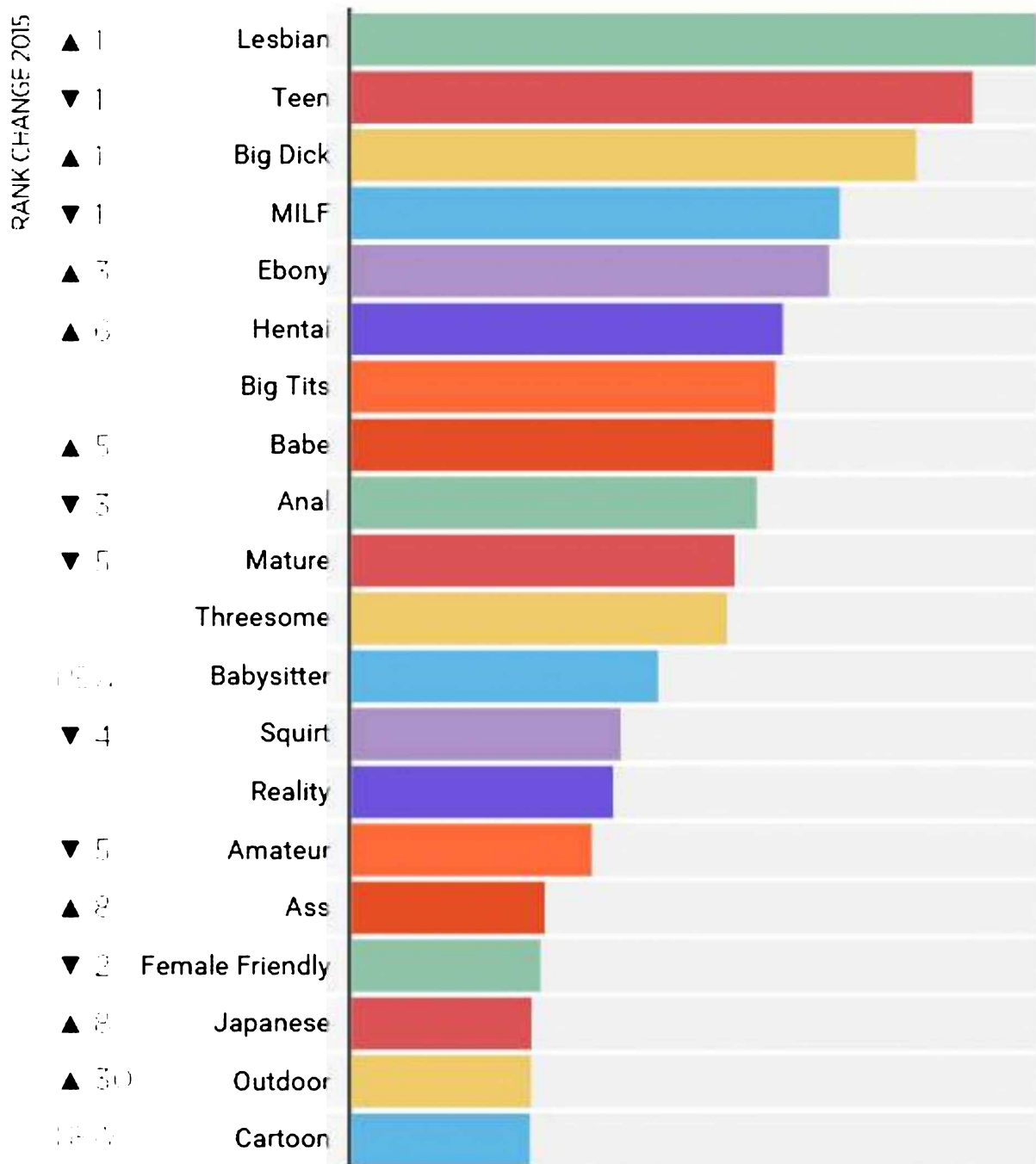


category holds it down in second place, followed by the 'Big Dick' category which is up one spot at third place. Some new and evidently quite popular categories were added to Pornhub this year, namely 'Babysitter' sitting in at 12th place and 'Cartoon' in at number 20. The 'Public' category jumped an impressive 30 spots and is currently the 19th most viewed category on the site. Formerly known as the 'Outdoor' category, the name change is likely what brought about the sizable jump.

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## Most Viewed Categories

Porn 



[pornhub.com/insights](http://pornhub.com/insights)

This heat map switches things up a little and shows us where which of our top categories claim the number one rank as most viewed in different countries around the world. As you can see, there's lots of red on the map, indicating the tremendous popularity of the Lesbian category in countries

like the United States, Canada Norway, Finland, Australia, Morocco and Guatemala, to name a few. There's a decent amount of yellow on there too, showing how much countries like Mexico and India enjoy the Teen category. Most of Africa lights up in the sage color denoting the popularity of the Ebony category there.

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## The World's Favorite Categories

The #1 Pornhub Category in Different Parts of the World

Porn 



## WHAT WOMEN WANT

Some of our favorite Insights posts to date out have focused on gender demographics which we are able to compile and study thanks to anonymized data from our web analytics tool. It's very interesting to study the different ways that men and women use and interact with the site. Up next we've got the latest on how the ladies get down with Pornhub. As we mentioned a little earlier on, our female viewer base has grown over the course of the last year. In 2014's year in review, we reported that 23% of our visitors were from members of the fairer sex, and we are now up to 24% at the end of 2015. Well done ladies! Dr. Laurie believes that "this number will likely keep increasing as more and more women are feeling

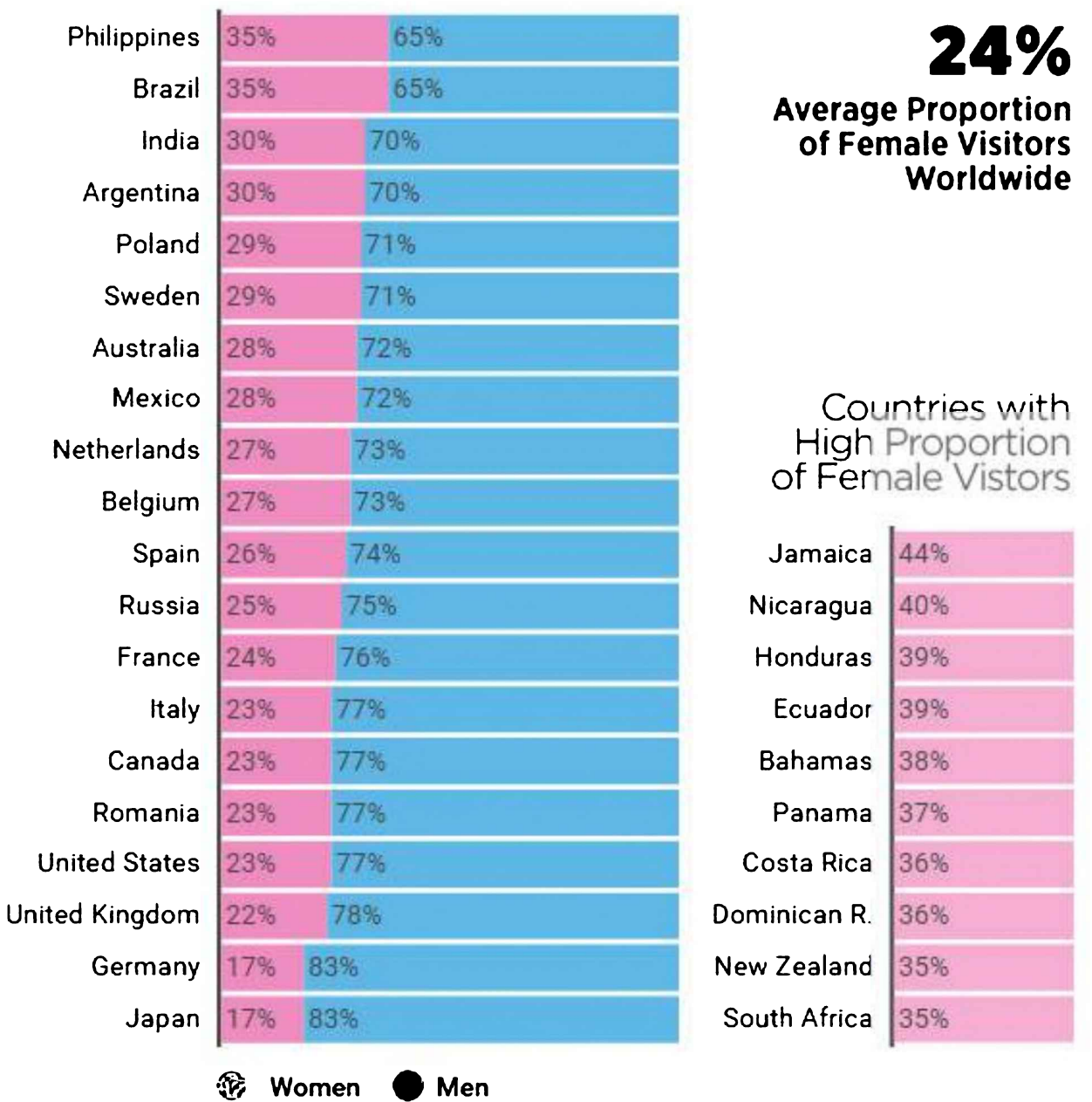
empowered about their sexuality and experience less shame in liking sex. More and more women are also more open about masturbation (doing it and talking about it!)”

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## Women Visitors Worldwide

Porn

What Proportion of Pornhub Viewers are Women



Within our top 20 countries, these proportions are up across the board as

well. The Philippines still holds in down with the largest share of female viewers at 35%, up from 34% last year. India's proportion went up from 26% in 2014 to 30% this year with similar increases noted in Australia which went from 25% last year to 28% today and in the United States where female viewership is now up to 23% from just 21% the year before. There is also a high proportion of female viewers in many Caribbean and Central and South American countries like Jamaica, Nicaragua and Honduras, all hovering around the 40% mark. This heat map demonstrates where Pornhub has the highest proportions of women visiting from throughout the world.

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## WOMEN - Worldwide Traffic

Proportion of Female Visitors Worldwide

Porn 



Interestingly, we see that there are higher than average proportions of female viewers south of the equator. On to top searches. 'Lesbian' remains at the top of the list for the ladies this year, followed by 'threesome' and 'squirt'. Ladies are more interested in lesbian and group sex content, based on what we see here. Men on the ~~mother~~ other hand are more into watching maternal figures get it on. The top searched term among our male viewers is 'step mom,' followed by 'milf' in third and 'mom' in fourth

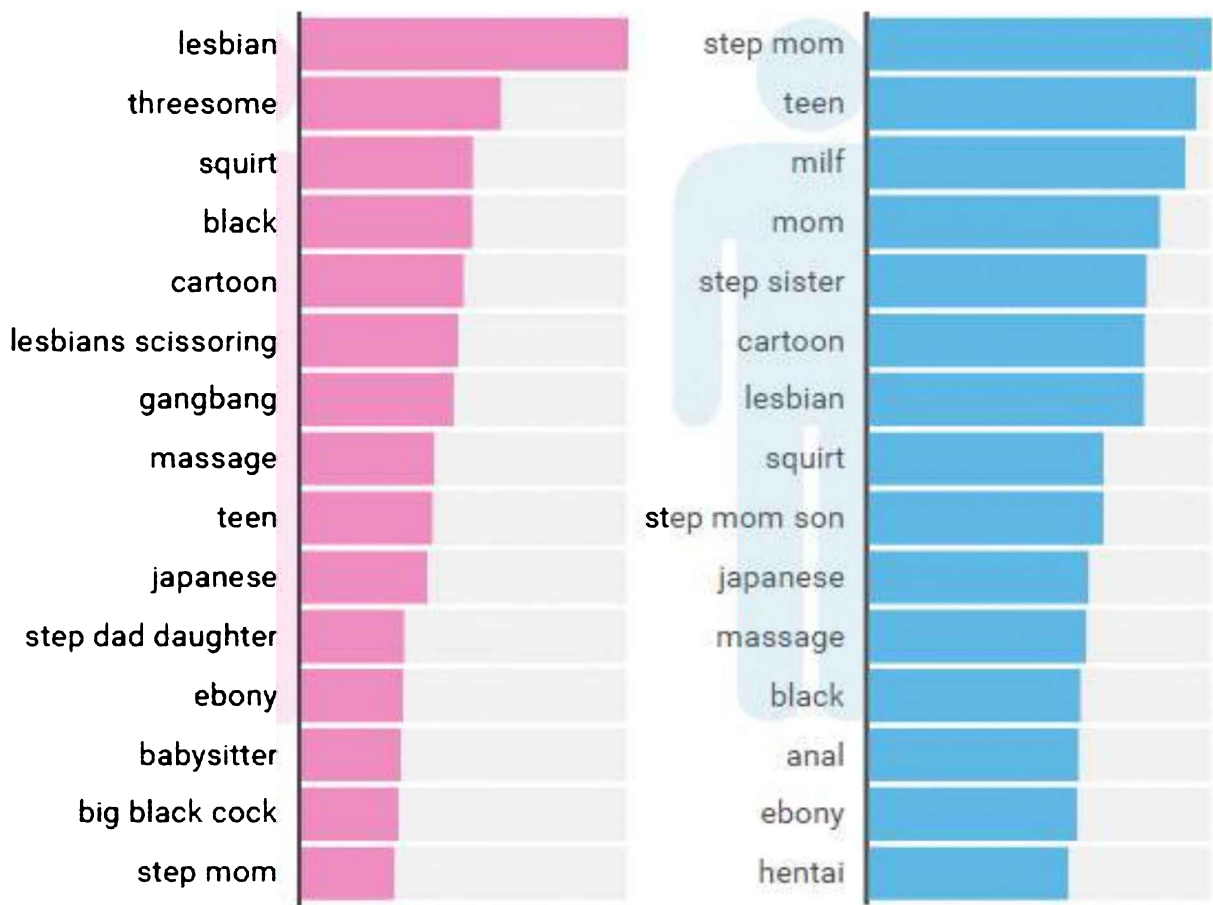
place. Both sexes have a serious step parent fetish though, with ‘step dad daughter’ ranking in at 11th place with the ladies and ‘step mom son’ coming in at 9th with the dudes.

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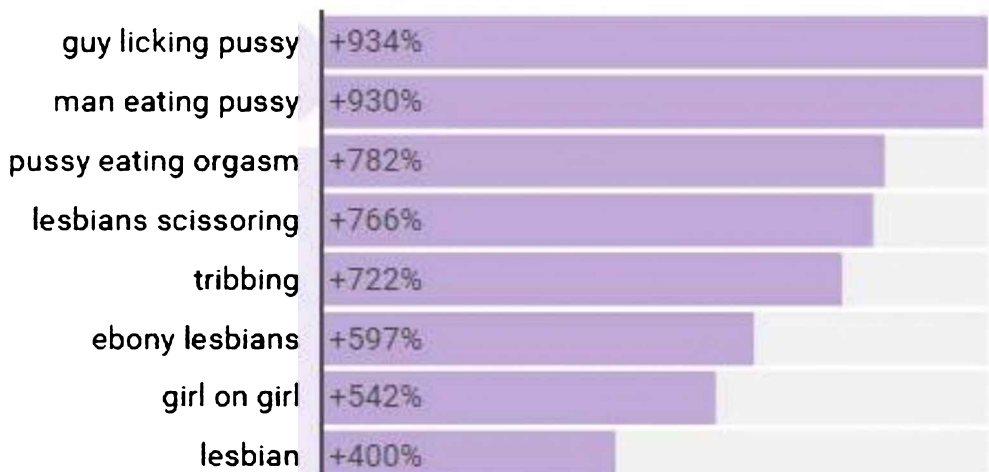
## Women vs Men: Searches

Porn

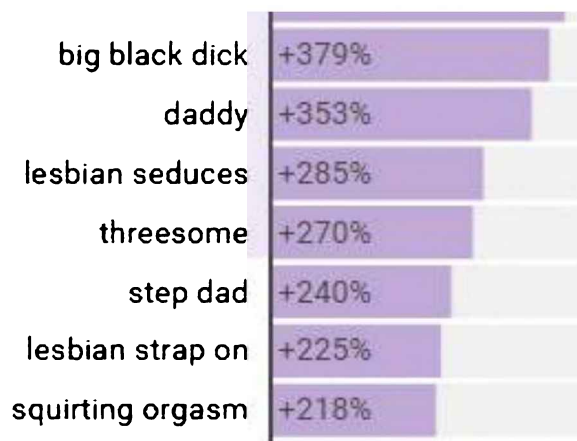
Top Searches For Each Gender in 2015



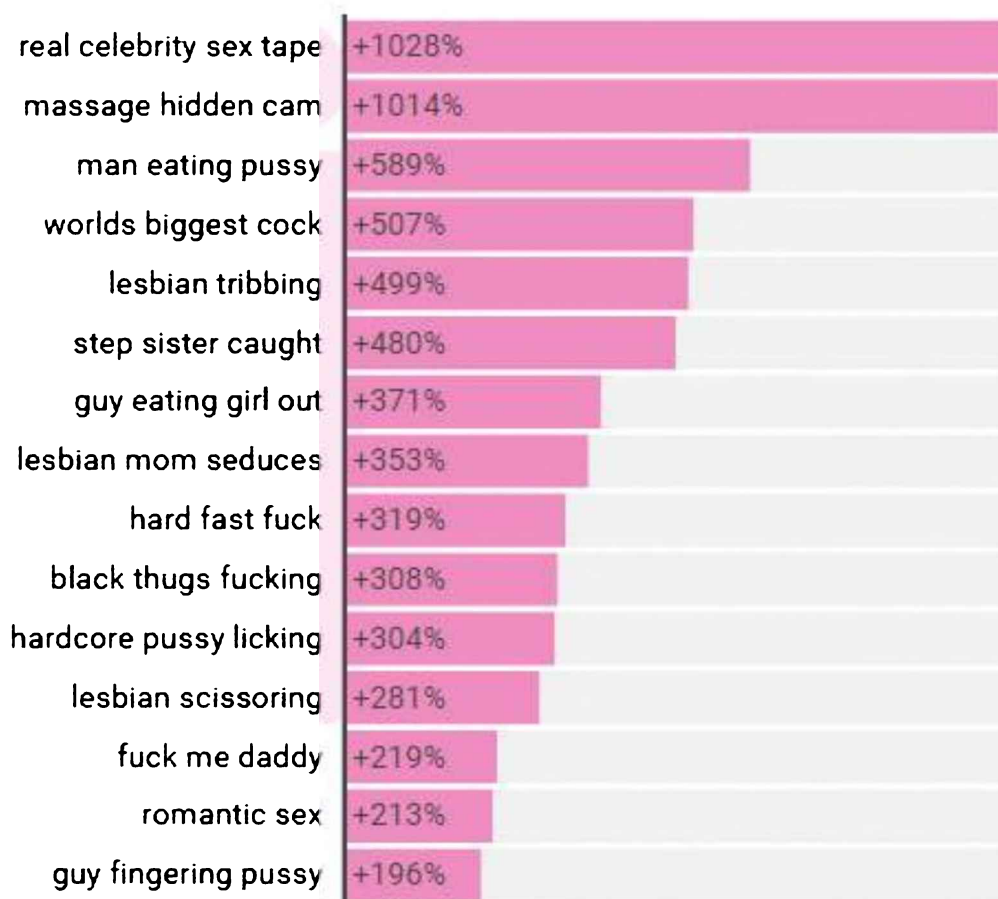
Searched More Often by Women Compared to Men







## Top Gaining Searches by Women in 2015



[pornhub.com/insights](http://pornhub.com/insights)

Straight dudes, it's time to really start paying attention. We've found that women are much more interested in watching porn featuring men performing cunnilingus than men. Searches like 'guy licking pussy' and 'man eating pussy' are searched for over 930% more by women than men. So basically, if you're still trying to figure out what women want, it's that. We'll take a look at categories next.

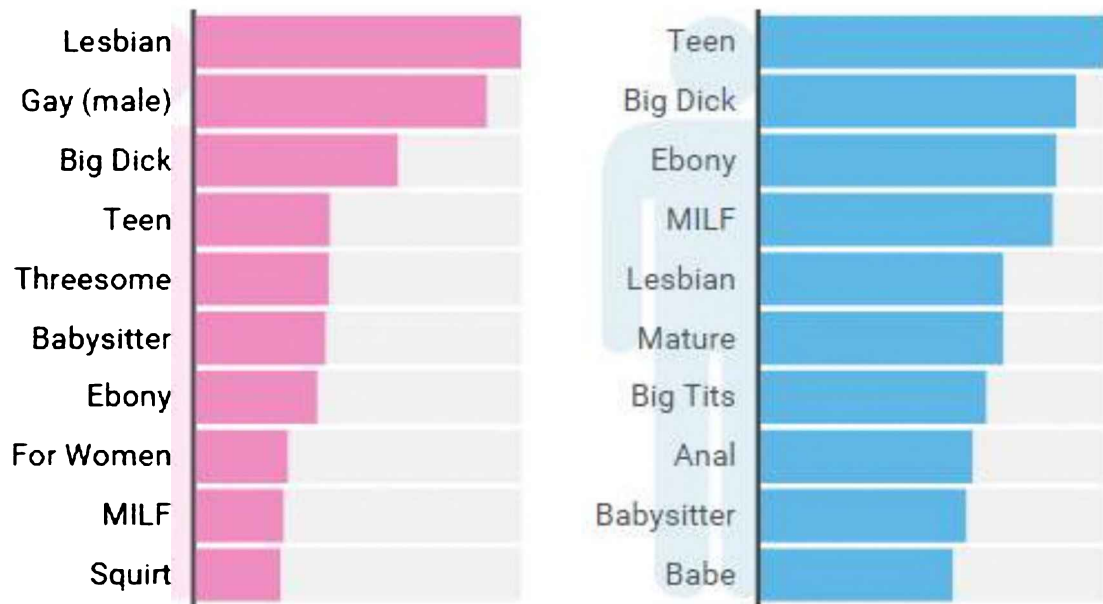


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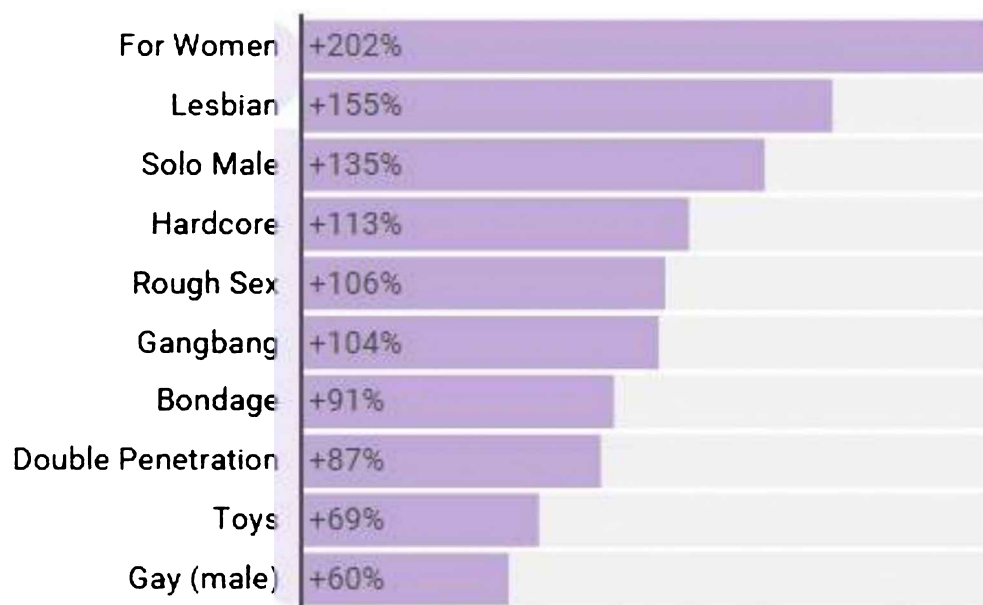
## Women vs Men: Categories

Porn 

Top Categories Viewed for Each Gender in 2015



Categories Viewed More Often by Women Compared to Men



[pornhub.com/insights](http://pornhub.com/insights)

Again, women are predominantly drawn to categories featuring Lesbian and Gay male content, while men gravitate towards our Teen and Big Dick categories the most. The categories that get viewed significantly more often

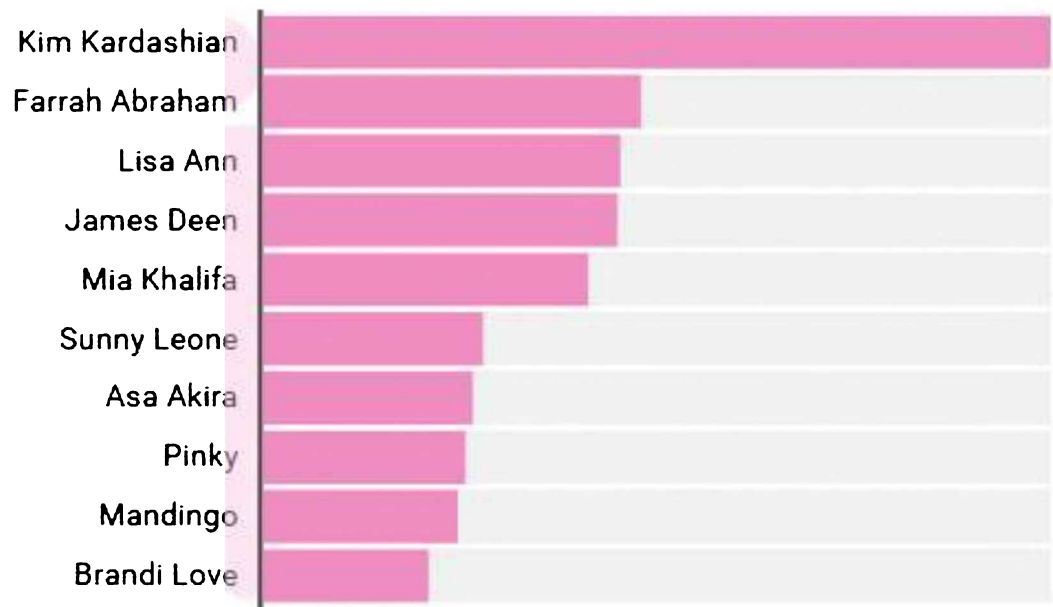
by women aside from the obvious ‘For Women’ category, again feature group, rough and lesbian/gay sex. Let’s see which porn stars were the most popular among the ladies this year.

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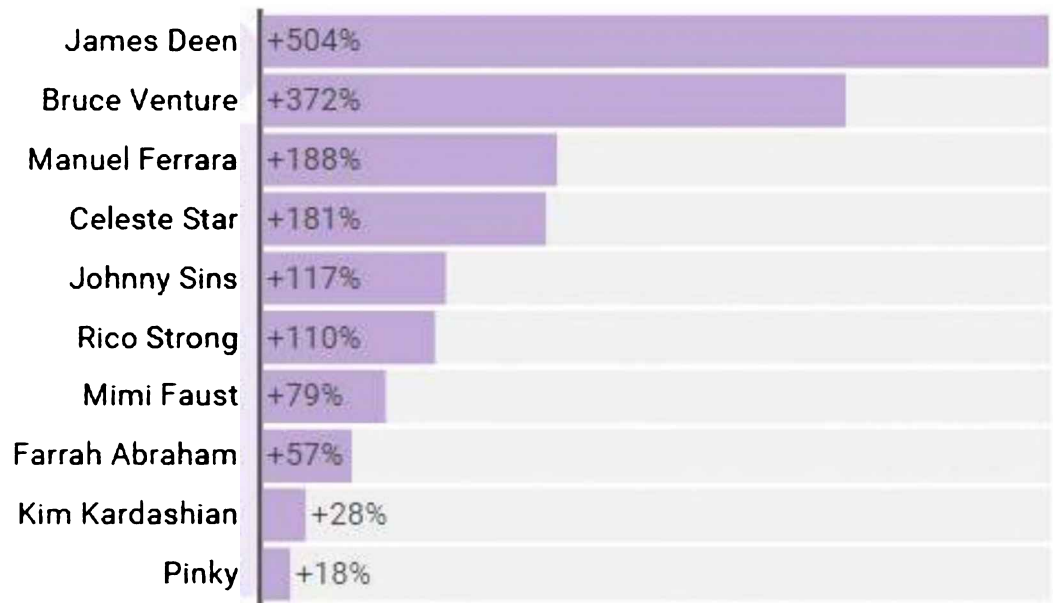
## Women vs Men: Pornstars

Porn

Top Pornstars Searched by Women in 2015



Pornstars Searched More Often by Women Compared to Men



Reality/porn stars Kim Kardashian and Farrah Abraham (NSFW) take the 2 top spots here, followed by the mother of all MILF porn, Lisa Ann (NSFW) in third. Anal queen Asa Akira (NSFW) slides in just after Bollywood babe Sunny Leone (NSFW), then followed by Pinky (NSFW) and the famously well-endowed Mandingo (NSFW). Love and Hip Hop star Mimi Faust (NSFW) is 79% more searched for by women than men, not to be outdone by our dear sextronaut, Johnny Sins (NSFW) who is searched for 181% by women. It should be noted that while James Deen is reflected here as being the porn star most searched for by women compared to men, this data is cumulative and reflects all of the searches from 2015. As a result of recent events, it will be interesting to see if this number will decrease over the course of the next year.

## AGE AIN'T NOTHING BUT A NUMBER

This year we also began exploring age demographics, again thanks to anonymized data from our web analytics tool. While the average Pornhub viewer is aged 35.3 years old, around 60% of our viewers are millennial-aged. These figures alter from country to country, however. For instance, in countries like the India and the Philippines which have median ages that are lower than the world average (22 and 27, compared to 29 worldwide), there are much higher proportions of younger viewers.

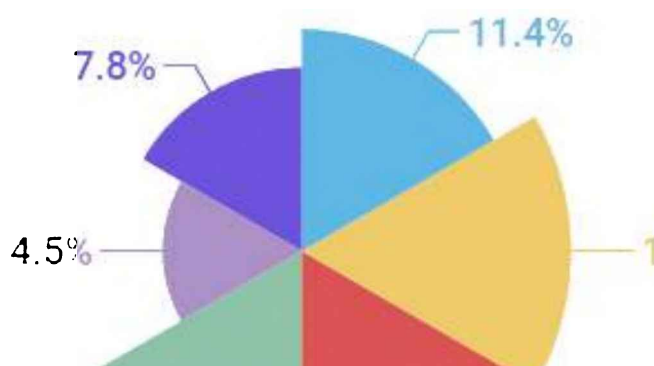
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### AGE DEMOGRAPHICS

Porn

Age Proportions Worldwide

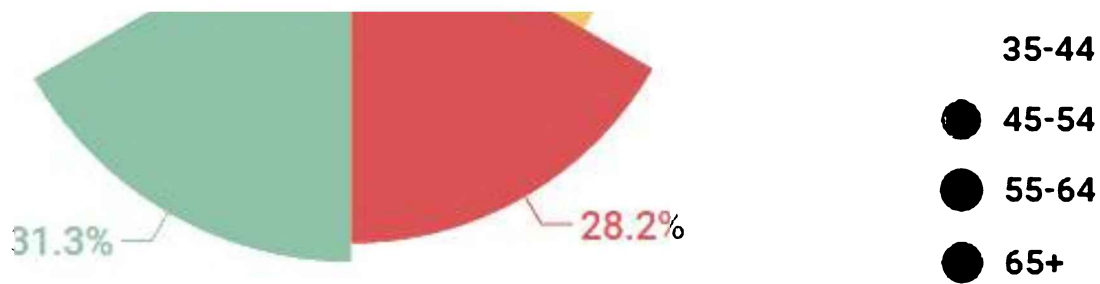


**35.3 years**

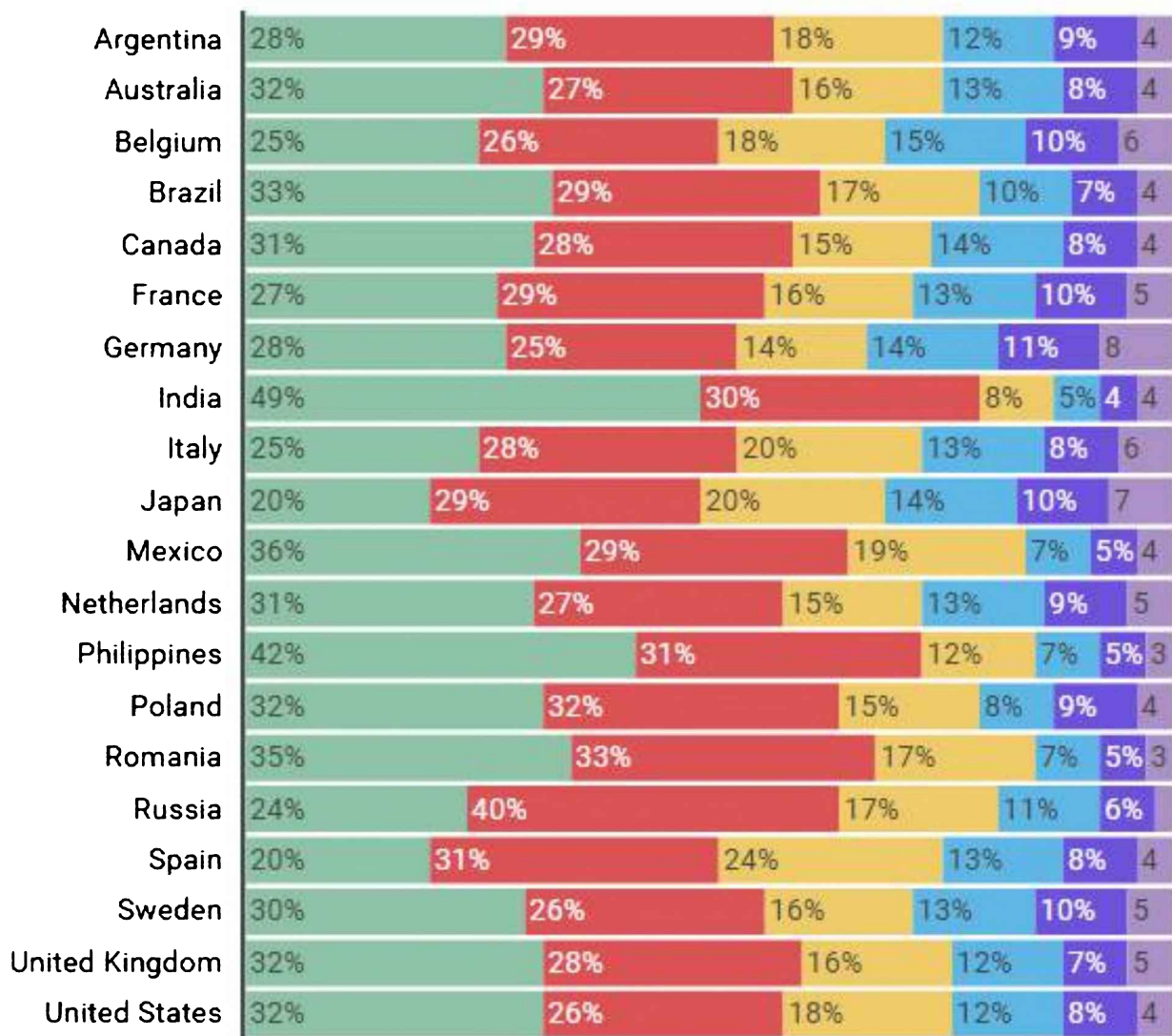
Average Age of  
Pornhub Visitors

● 18-24

● 25-34



## Age Proportions in Top 20 Traffic Countries



[pornhub.com/insights](https://pornhub.com/insights)

We also have the top searched and top gaining terms for each of our age groups. Some interesting trends emerge, notably that the older age groups tend to look for content featuring older people more. In the 18-24 and 25-34 groups, searches for 'teen' rank higher than other terms like 'milf' which begin to rank higher in the 35-44 groups and up. In the 35-44 and 45-54 groups, 'teen' ranks much lower, then disappears off of the list in the 55-64 group's top 10. 'Granny' is the second most searched term among the 65+

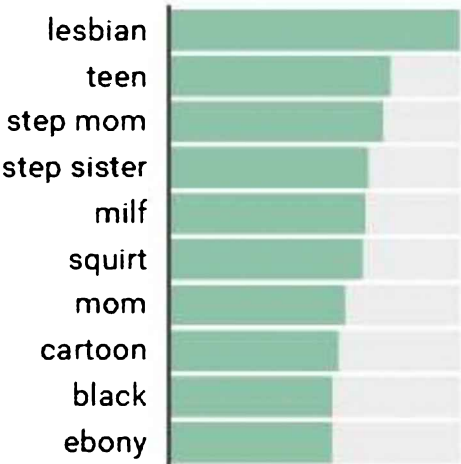
crowd. “This finding comes back to the argument of whom we are most likely attracted to (those similar to ourselves). Also, this finding flies in the face of most women’s thinking that men only like youthful women,” suggests Dr. Laurie.

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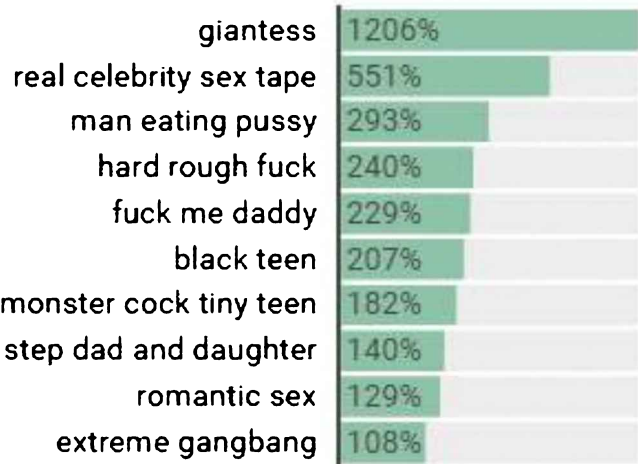
## Searches by Age Group

Porn

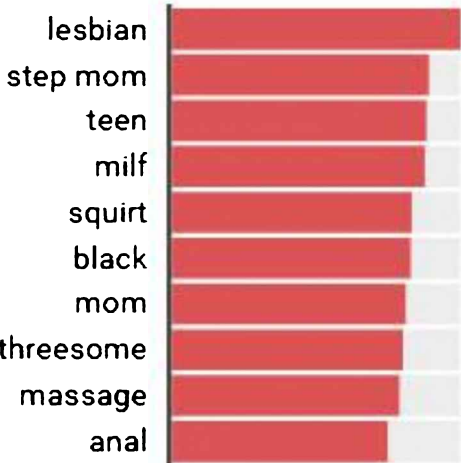
### 18 - 24 Top Searches



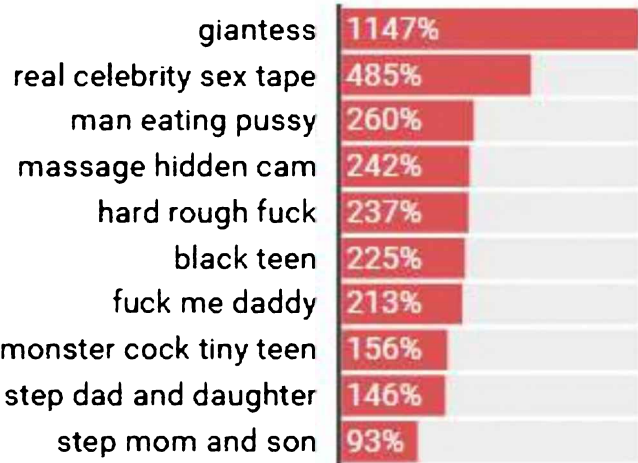
### Top Gaining Searches



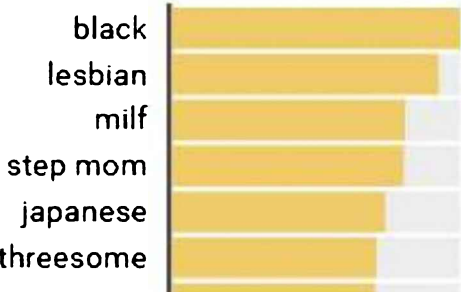
### 25 - 34 Top Searches



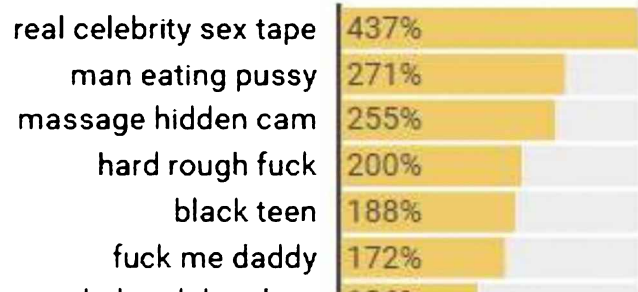
### Top Gaining Searches



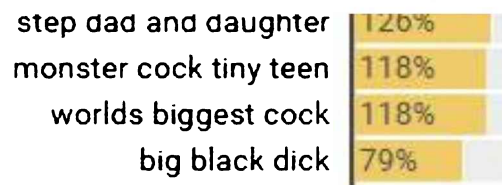
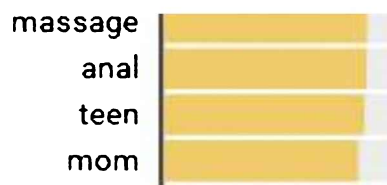
### 35 - 44 Top Searches



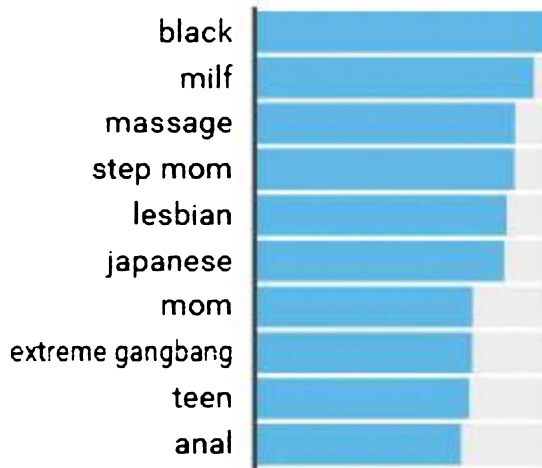
### Top Gaining Searches



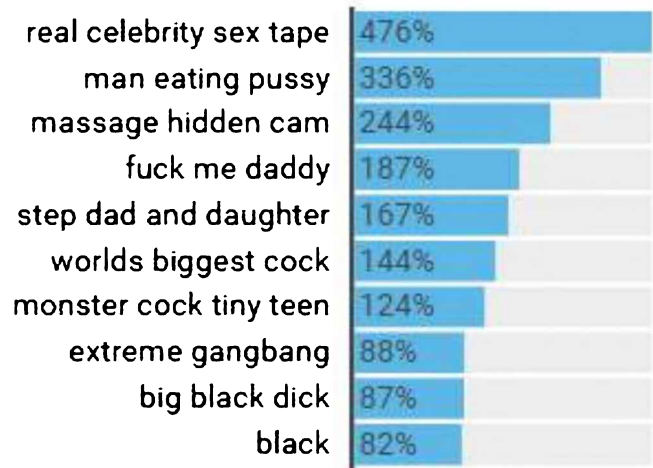




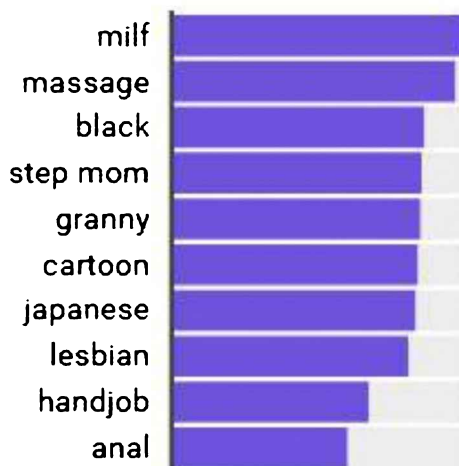
## ● 45 - 54 Top Searches



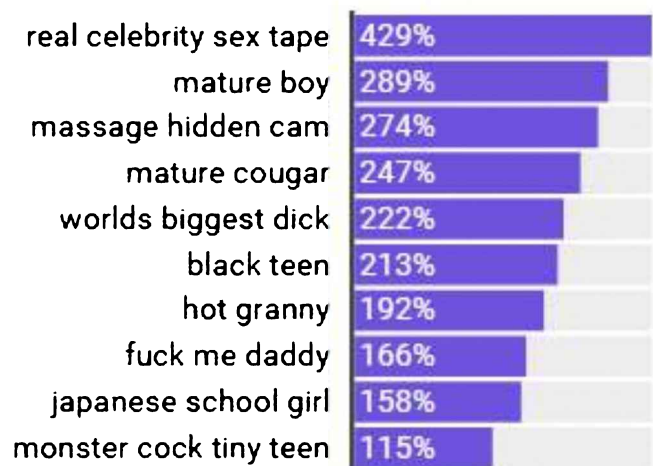
## Top Gaining Searches



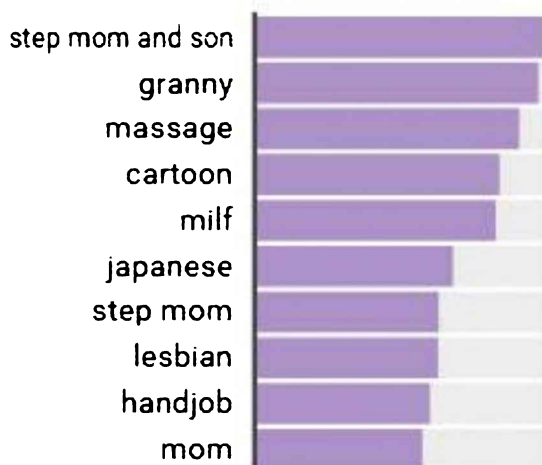
## ● 55 - 64 Top Searches



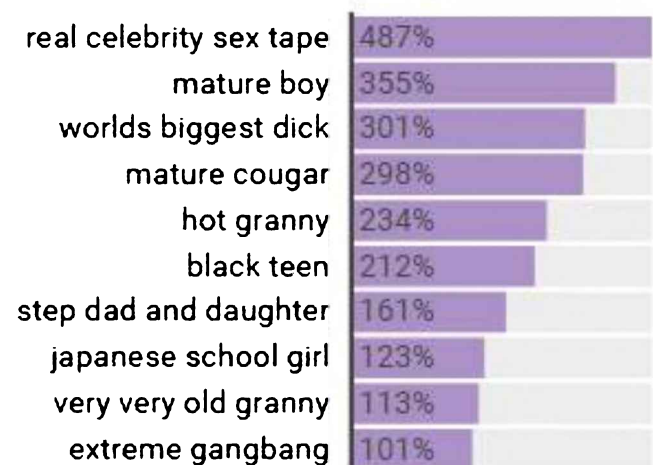
## Top Gaining Searches



## ● 65+ Top Searches



## Top Gaining Searches



pornhub.com/insights

For more info on our Millennial aged viewers, check out [this post](#).

# DIVIDED OVER DEVICES

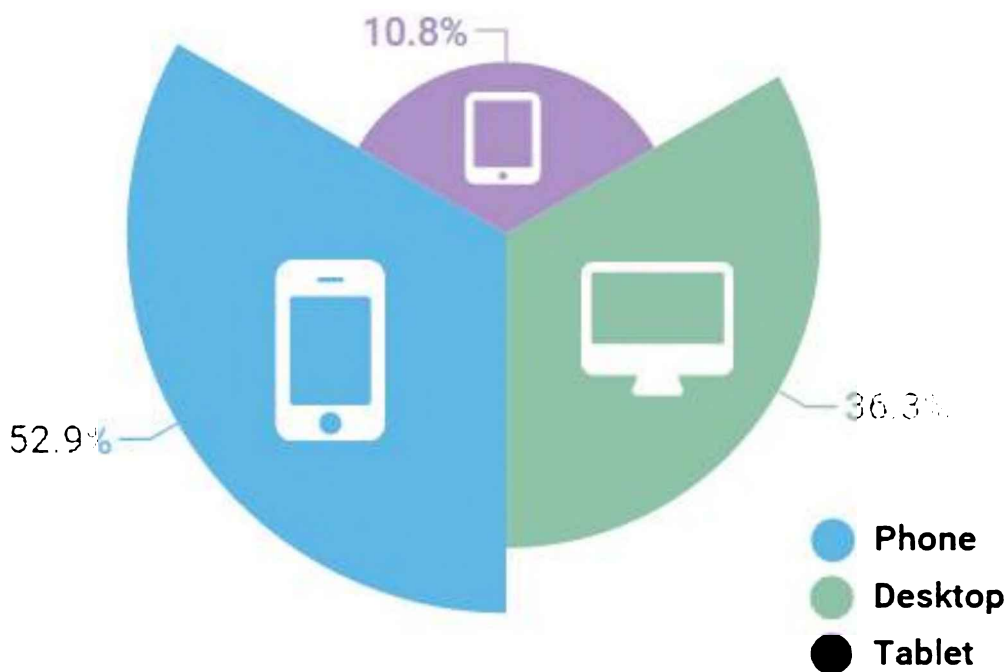
More and more, we are finding that our users are are opting for mobile devices like smartphones and tablets when they visit Pornhub. In fact, visits from smartphones alone now account for 53% of traffic shares, up from just 45% last year. As such, only 36% of Pornhub traffic originates from desktop computers worldwide. Let’s take a look at traffic shares by device in our top 20 countries.

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## Traffic by Device Worldwide

Porn 

Proportion of Phone, Desktop and Tablet



Change in Traffic Share from 2014 to 2015



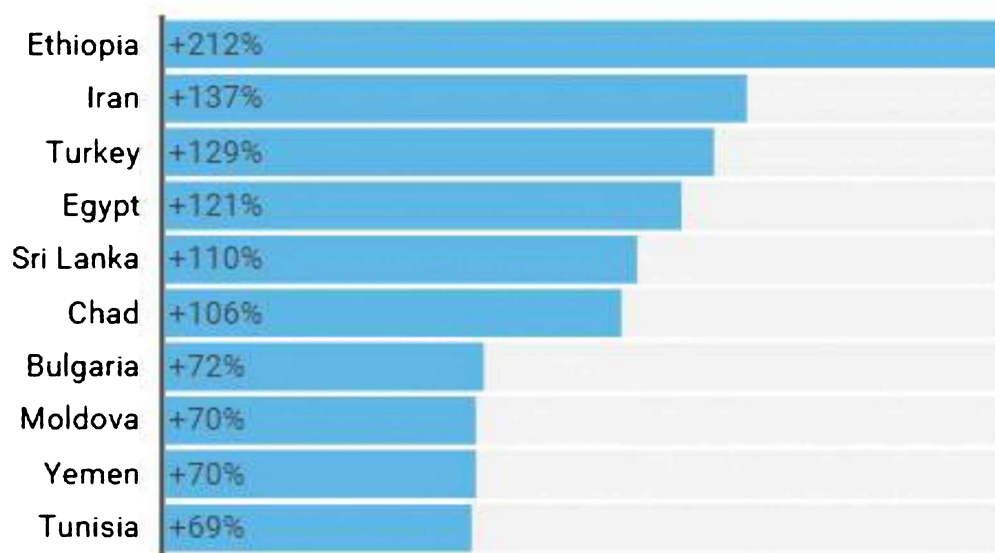


Phone

Desktop

Tablet

## Countries with Increases in Mobile Traffic Share



pornhub.com/insights

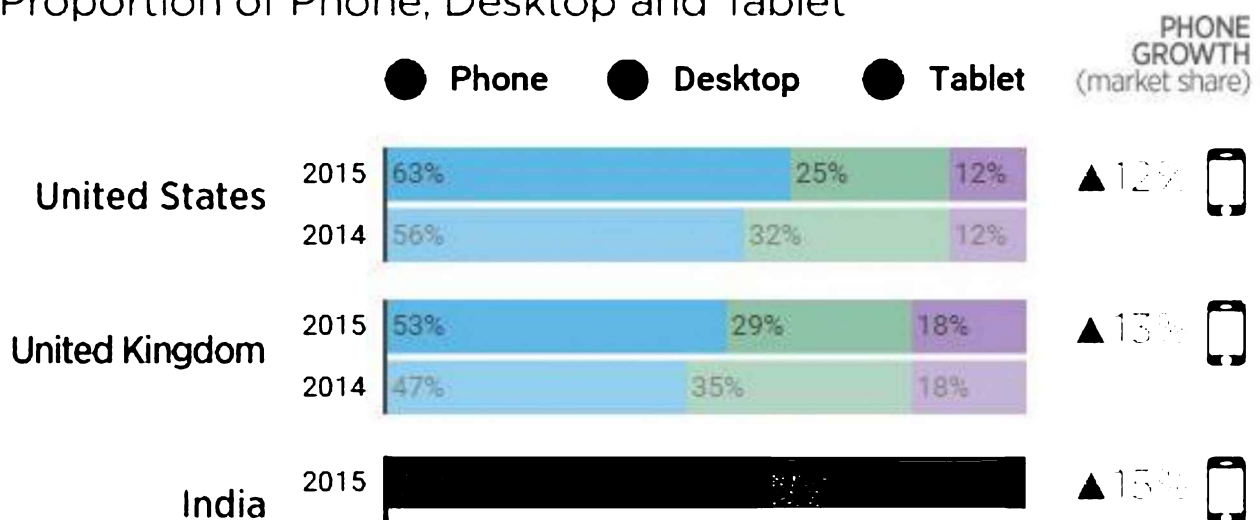
Interestingly, desktop traffic actually rose in Spain this year, up from 49% in 2014 to 50% in 2015. Everywhere else, we noticed a decrease in desktop traffic shares and an increase in smartphone shares as a result. Some of the largest fluctuations by 10 percent points or more were observed in Japan, Brazil, Poland, Romania and the Philippines.

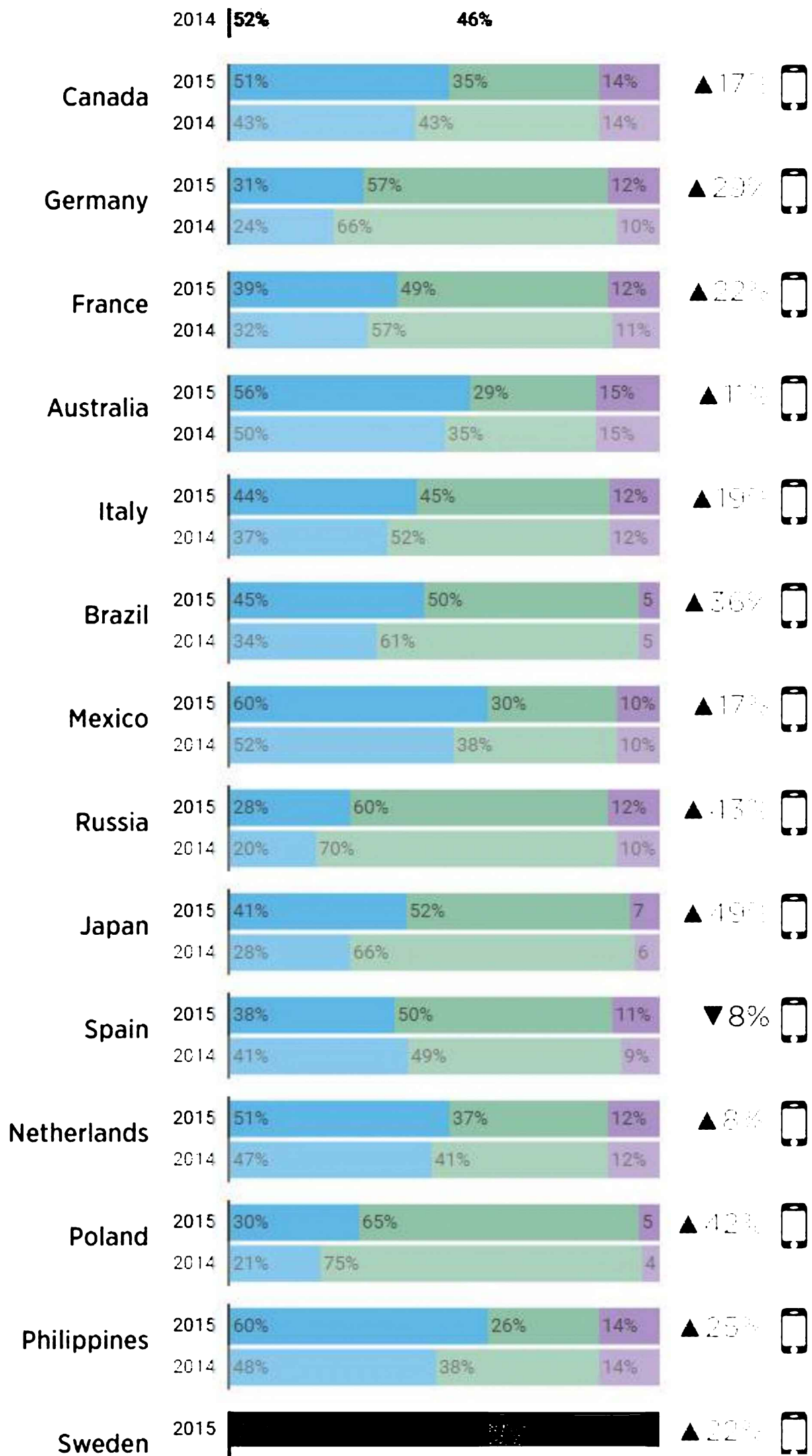
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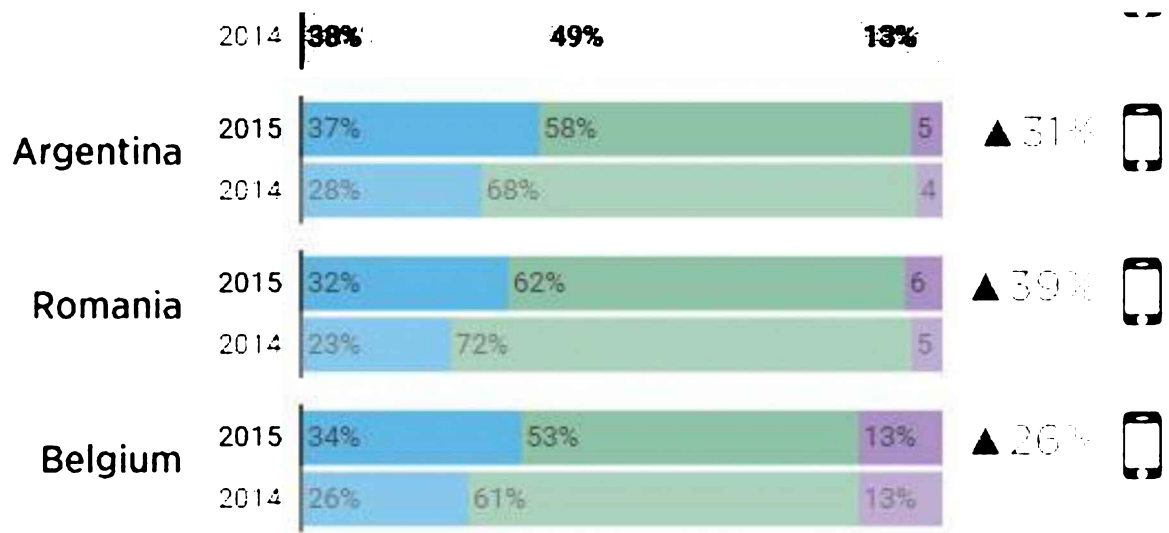
## Traffic by Device

Porn

Proportion of Phone, Desktop and Tablet







[pornhub.com/insights](http://pornhub.com/insights)

There was a notable increase in mobile traffic shares in Eastern Europe, specifically with the 46-62% increases that took place in countries like Bulgaria, Moldova and Serbia. Ethiopia takes the cake with a whopping 204% increase, with honorable mentions in Peru and Morocco each with 46% increases.

## OPERATING SYSTEM UPDATE

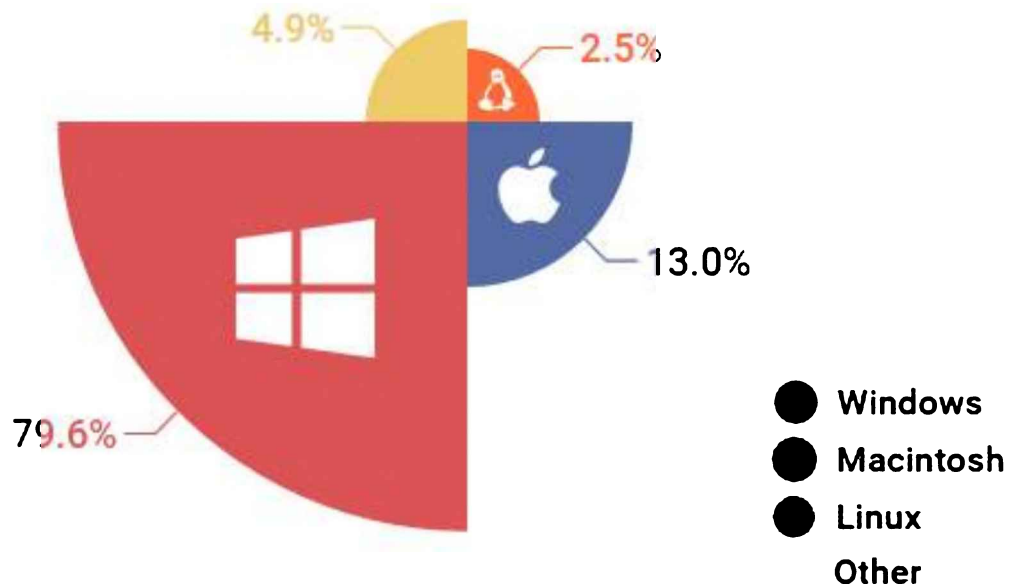
We also really enjoy reporting on how different OS users interact with the site. Back in September, we released our Apple vs. Andorid post which gave the full run down on which types of porn is preferred within these 2 major subsets of our user base. In this next section we get back to basics with updated traffic shares stats. We'll begin with desktop. Windows is still in the lead when it comes to which operating system our computer using viewers visit Pornhub with. However the proportion of MacOS desktop traffic shares are up from 11.5% last year to 13% this year.

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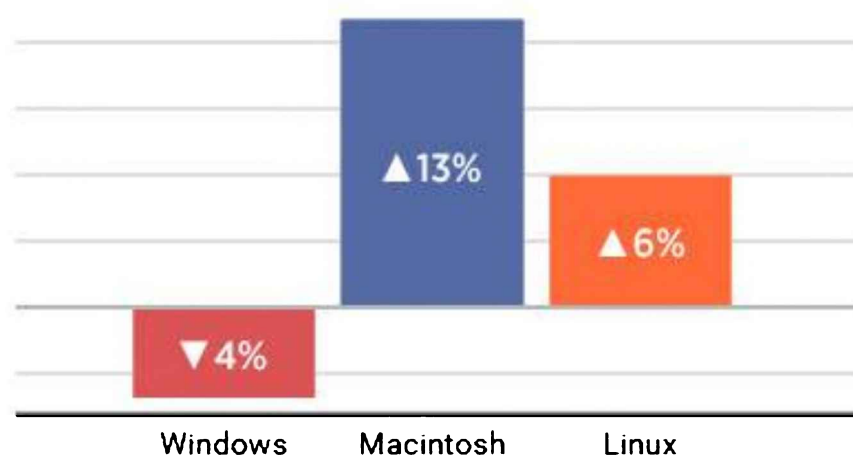
## Traffic by Desktop OS

Porn 

Proportion of Windows, Macintosh, Linux



Change in Traffic Share from 2014 to 2015



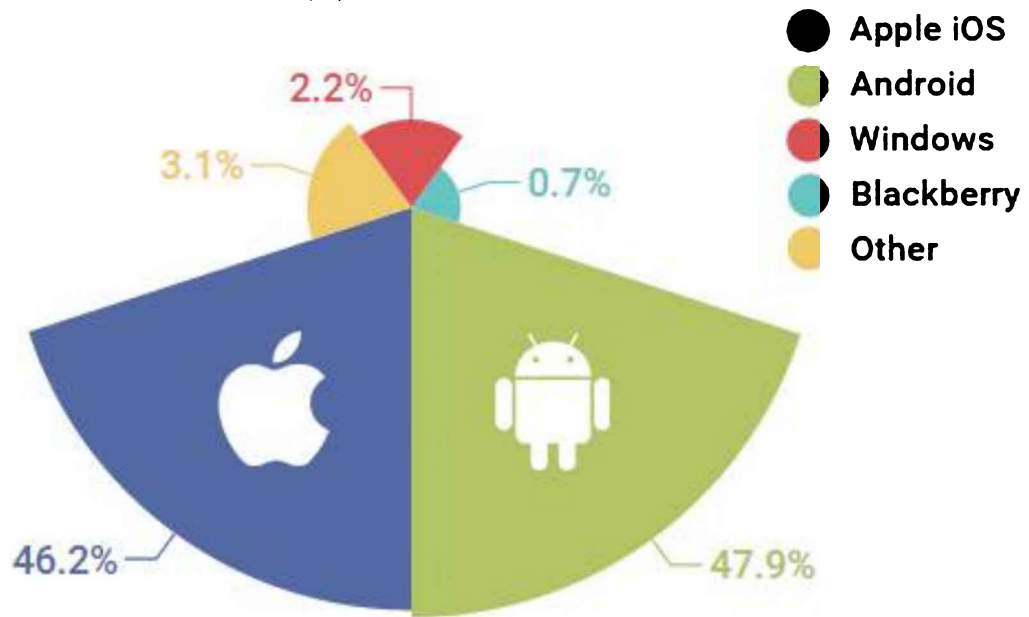
[pornhub.com/insights](http://pornhub.com/insights)

On the mobile side, visits from Android based devices are down from almost 50% of traffic shares last year to 47.9% this year. The proportion of iOS-based mobile traffic shares are up from 40.2% last year to an impressive 46.2% in 2015.

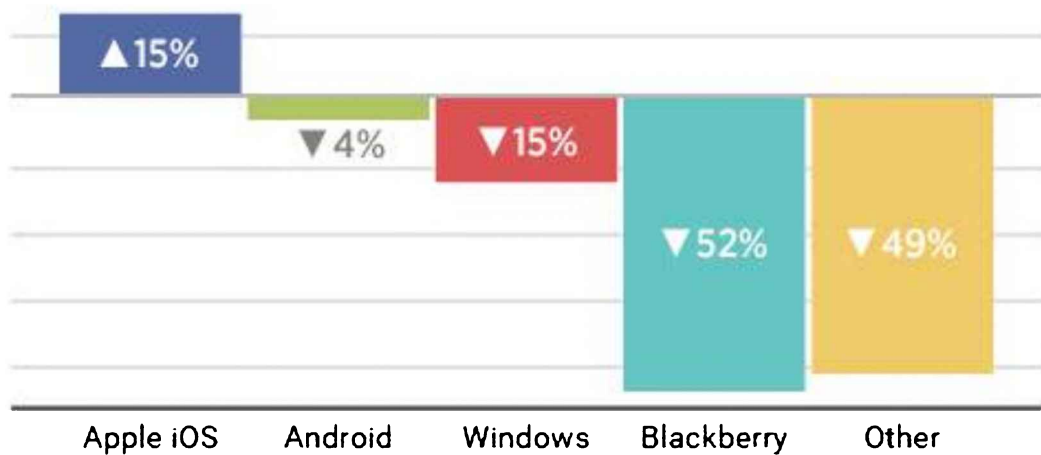
## Traffic by Mobile OS

Porn 

Proportion of Android, Apple iOS and Other



Change in Traffic Share from 2014 to 2015



[pornhub.com/insights](http://pornhub.com/insights)

Want to know what kinds of porn Android users search for more than Apple addicts? Check out our [Apple vs. Android Insights](#).

## BROWSER BATTLE

On the desktop browser front, Google Chrome still accounts for the lion's

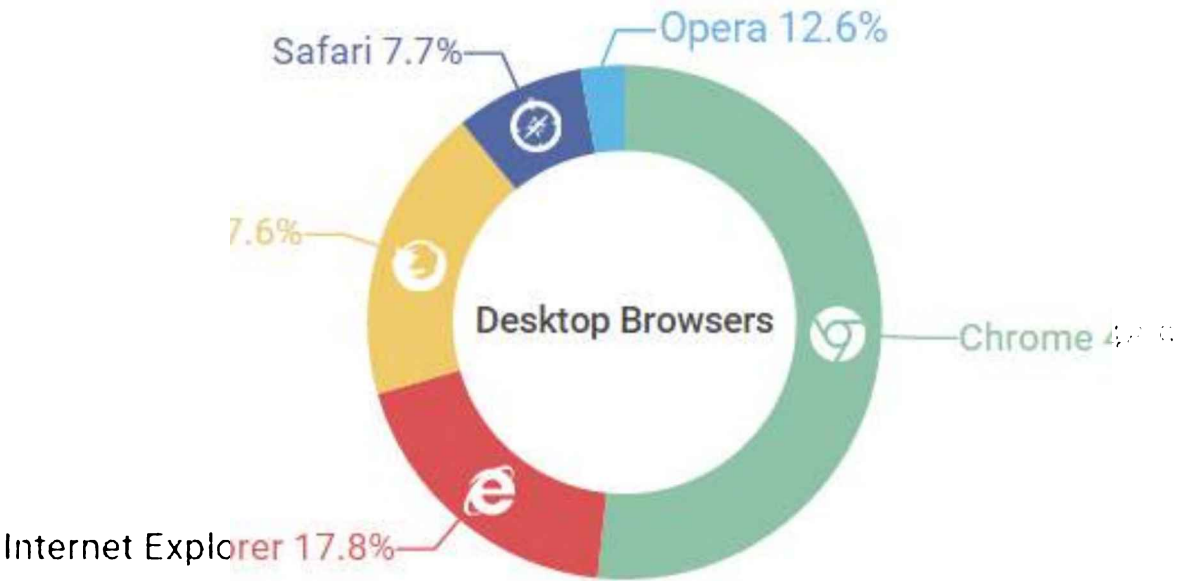
share of traffic shares, at 48.9%, followed by Internet Explorer in a distant second place with 17.8%. Last year Firefox claimed second place with just over 20% of traffic shares. Again, this trend is not unique to Pornhub. According to [statcounter](#) when it comes to general worldwide desktop traffic, Internet Explorer actually beat out Firefox this year.

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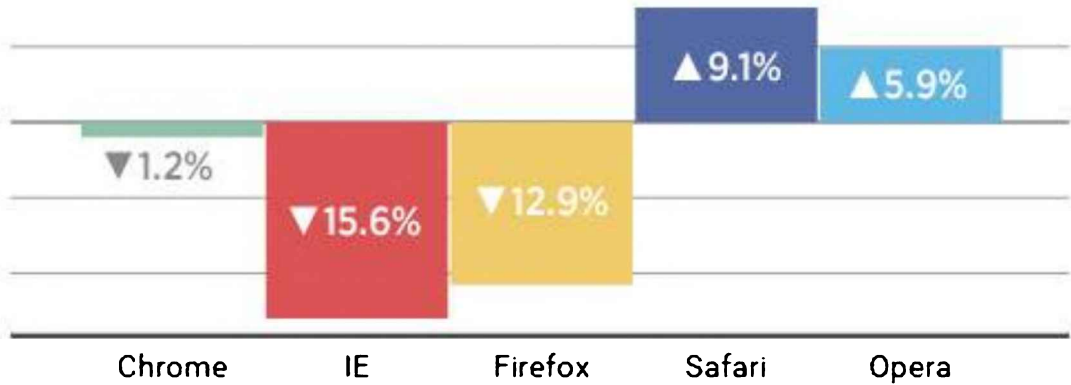
## Traffic by Web Browser

Porn 

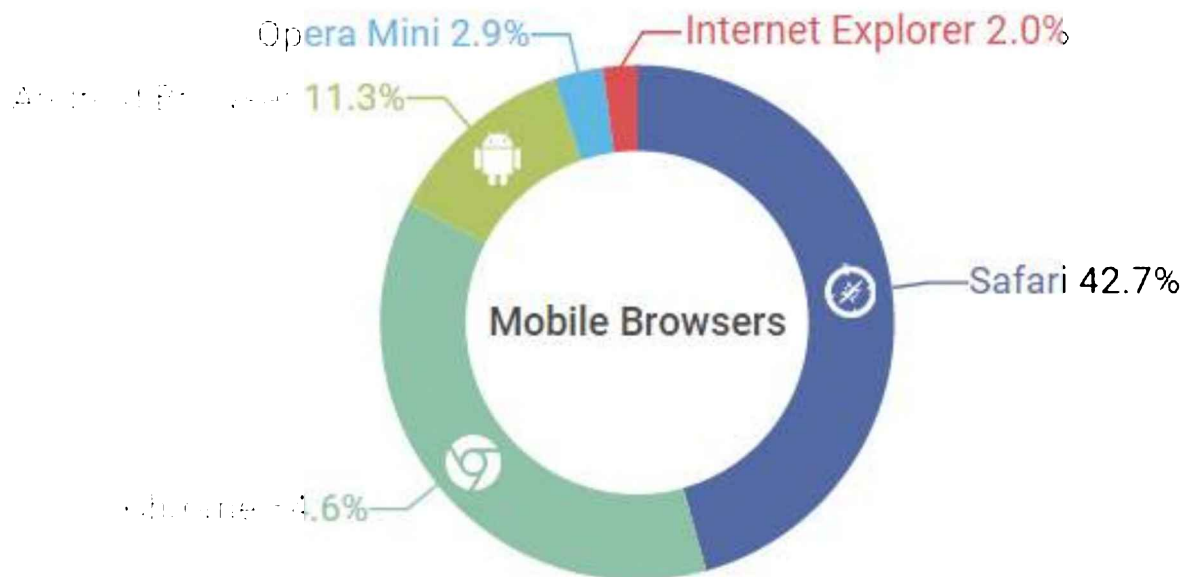
Proportion of Desktop Browsers in 2015



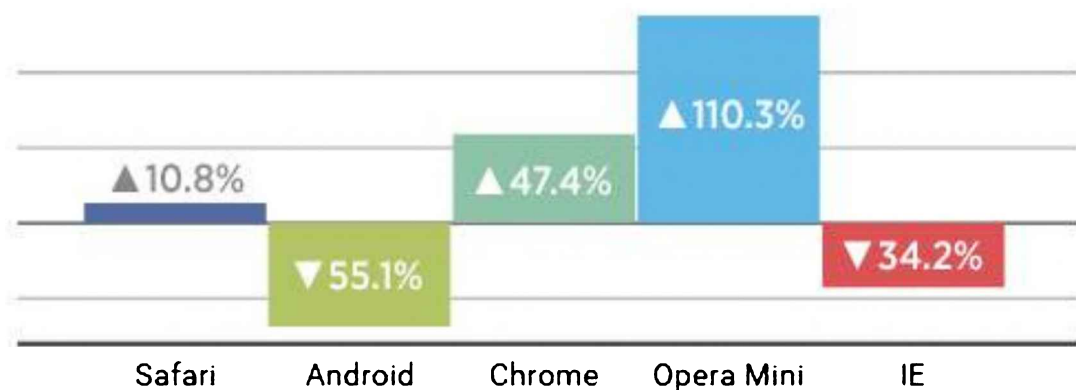
Change in Desktop Traffic Share from 2014 to 2015



Proportion of Mobile Browsers in 2015



Change in Mobile Traffic Share from 2014 to 2015



pornhub.com/insights

While Safari only accounts for about 7% of desktop traffic shares, the Mac browser dominates on the mobile front with 42.7% of shares, up from 38.5% last year. On the other hand, visits from the Android Browser are down by over half, now responsible for just 11.3% of shares compared to last year's 25.1%.

## FUN AND GAMES

The biggest changes with regards to gaming console traffic shares occurred between Playstation and Xbox. Though you can play Fallout 4 on both, traffic shares on PS are up to an impressive 46.9%, from just 40% last year and are down to 37.9% from 45.7% on Xbox. This trend is not unique to Pornhub however, as the International Business Times reported that this year's PS4 sales nearly doubled those of the Xbox One.

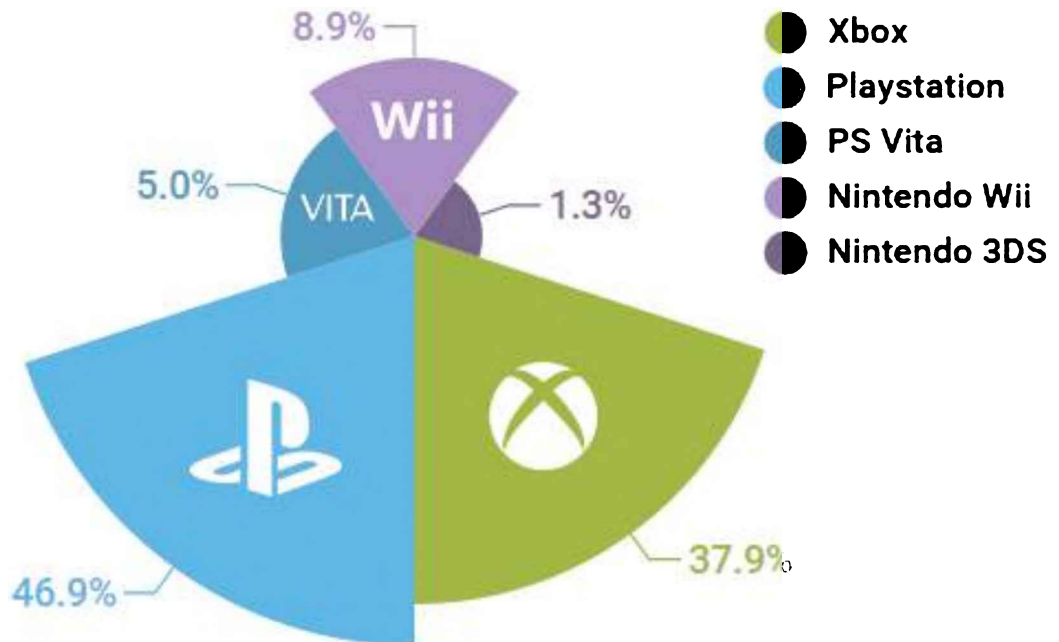


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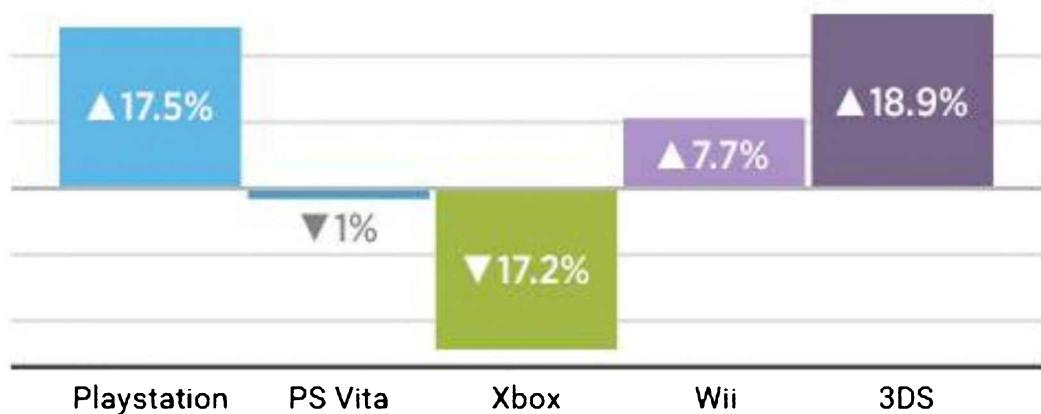
## Traffic by Game Console

Porn 

Proportion of Xbox, Playstation and Nintendo



Change in Traffic Share from 2014 to 2015



[pornhub.com/insights](http://pornhub.com/insights)

## PORNHUB INTERRUPTED

By now we know that when big holidays or events take place, traffic changes on Pornhub can be drastic. In this last section we'll be examining how various holidays, sporting and entertainment events as well as days of

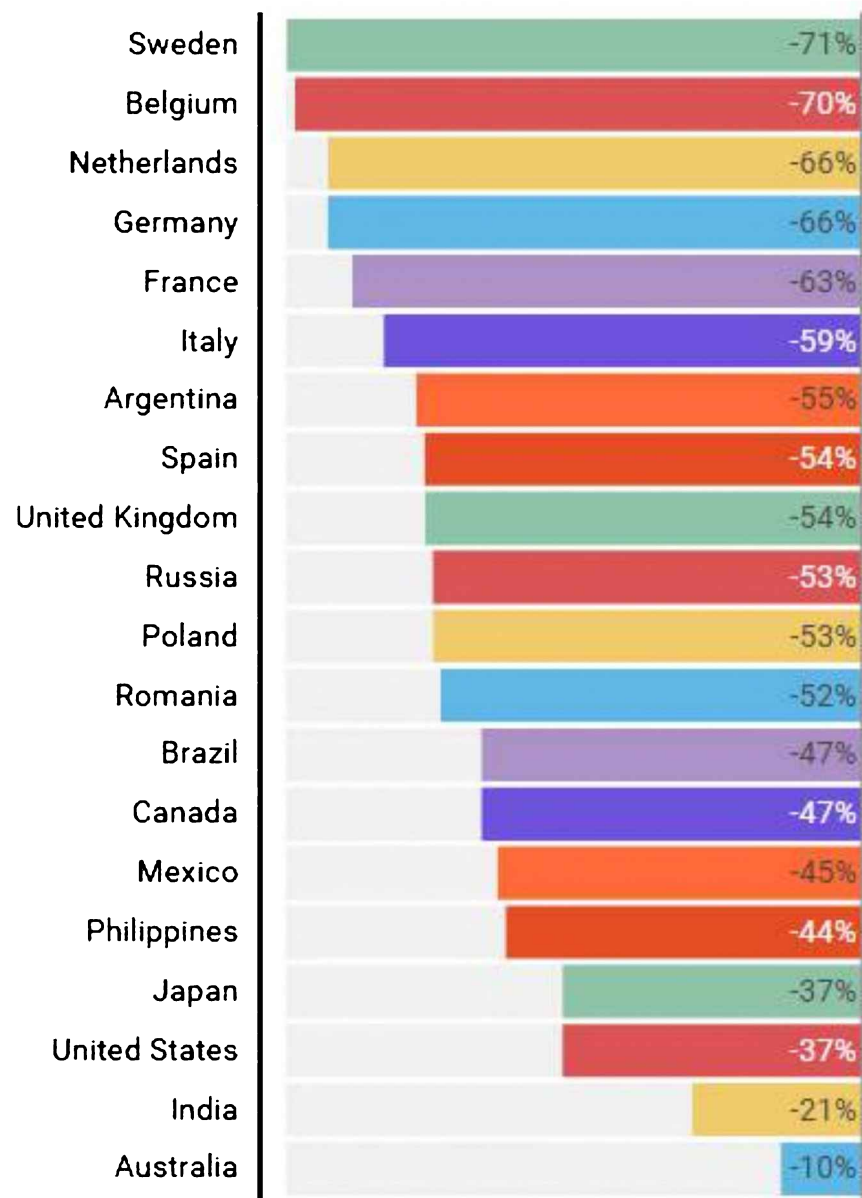
political significance affected site traffic throughout the world over the course of the last year. We'll begin with holidays. Overall, New Year's Eve is the holiday that causes the largest traffic drops on Pornhub. With an average 44% decrease on a worldwide level, huge drops of over 65% were recorded in Belgium, Sweden, the Netherlands and Germany.

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## New Years Eve Traffic

Pornhub

How the Holiday Affects Traffic to Pornhub



▼ **44%**  
Average Traffic Drop Worldwide on New Years Eve

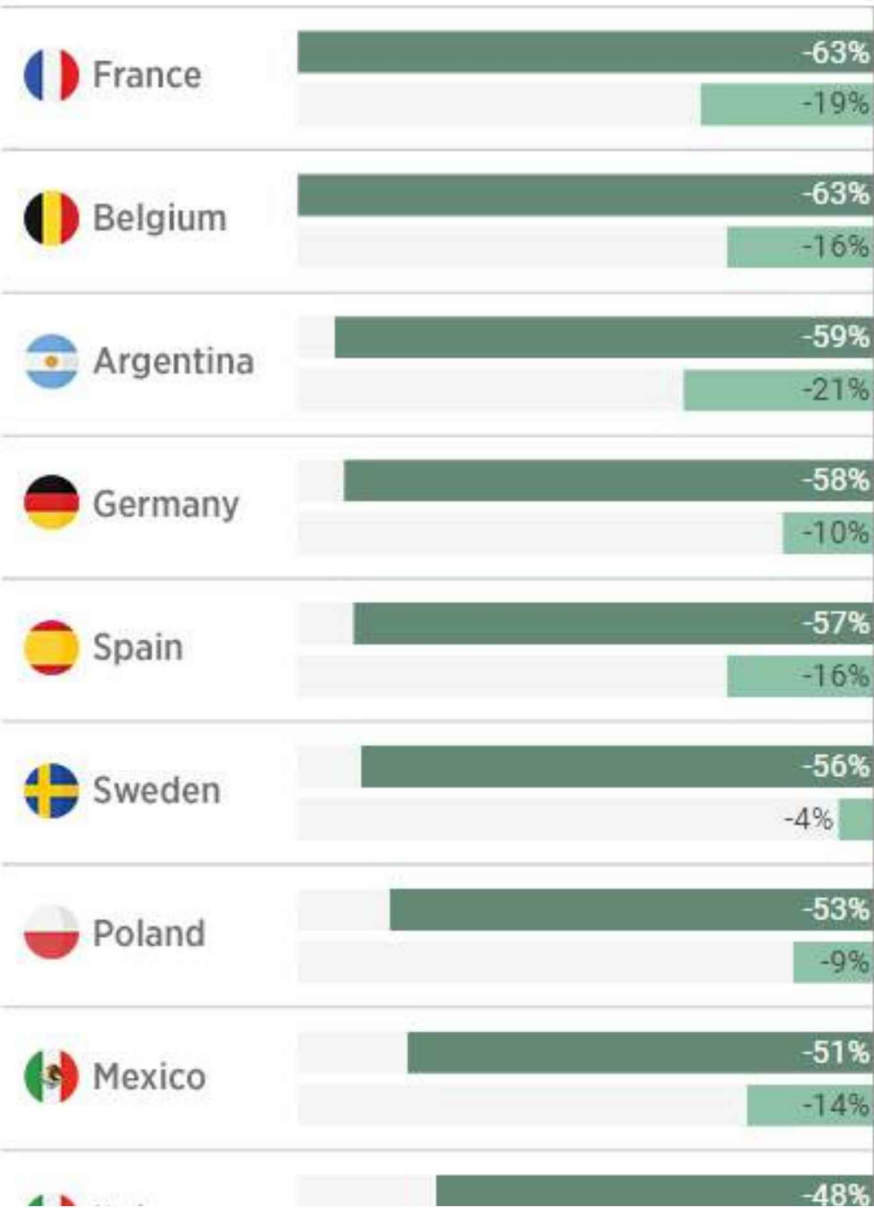
Traffic dips by about 39% on Christmas Eve worldwide, with the biggest drops having taken place in France and Belgium. Smaller but still significant drops are noted on Christmas Day and Easter Sunday. It should be noted that when we measure traffic changes for Christmas Eve and New Year's Eve, we examine only the evening hours whereas for Christmas and Easter we take the entire day into account. Overall traffic is around by about 18% on Xmas, with larger drops of 30% observed in Australia and the United Kingdom.

201

## Christmas Holiday Traffic

Porn 

How the Holiday Affects Traffic to Pornhub

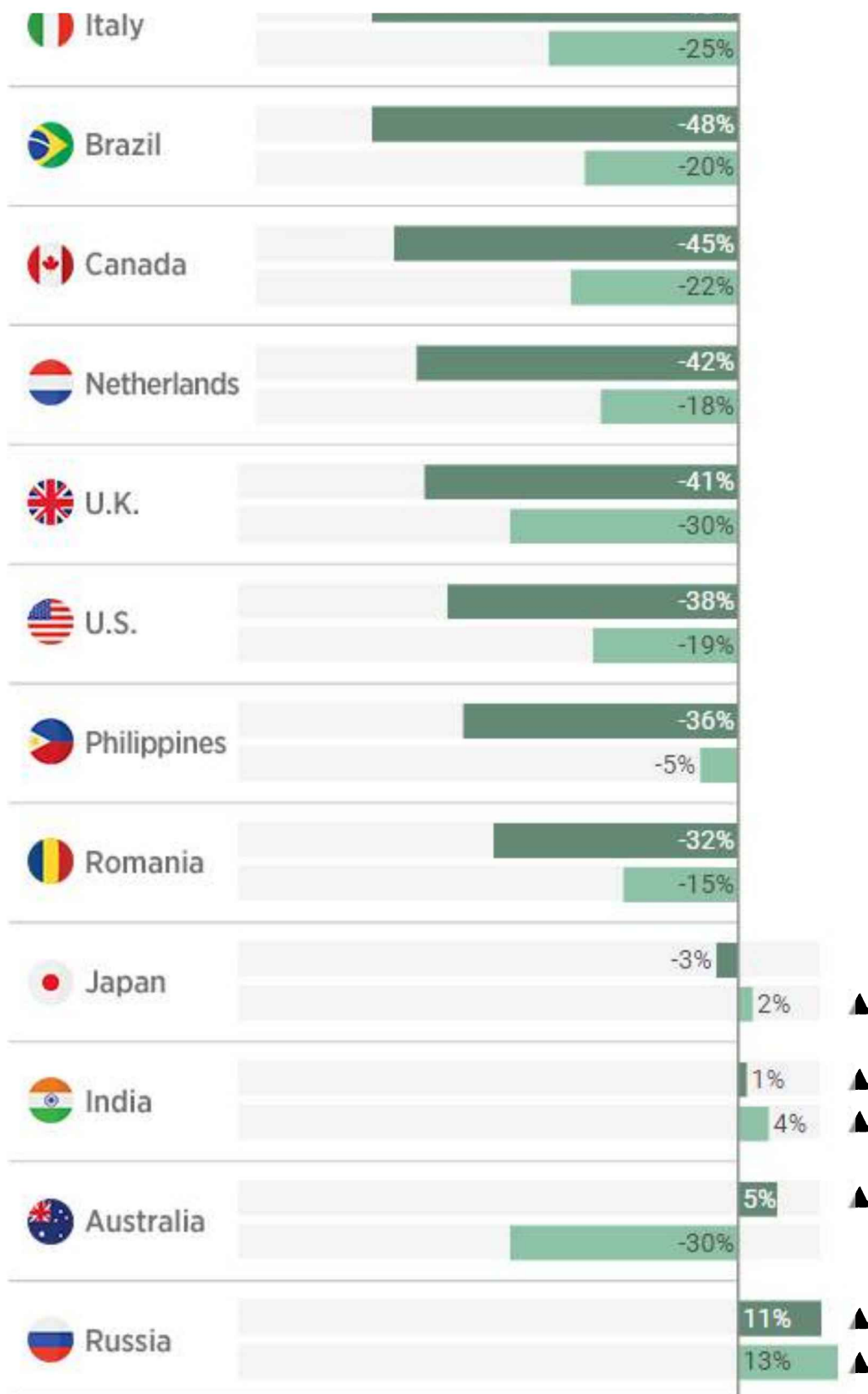


▼ 39%

Average Traffic Drop Worldwide on Christmas Eve

▼ 18%

Average Traffic Drop Worldwide on Christmas Day



[pornhub.com/insights](https://pornhub.com/insights)

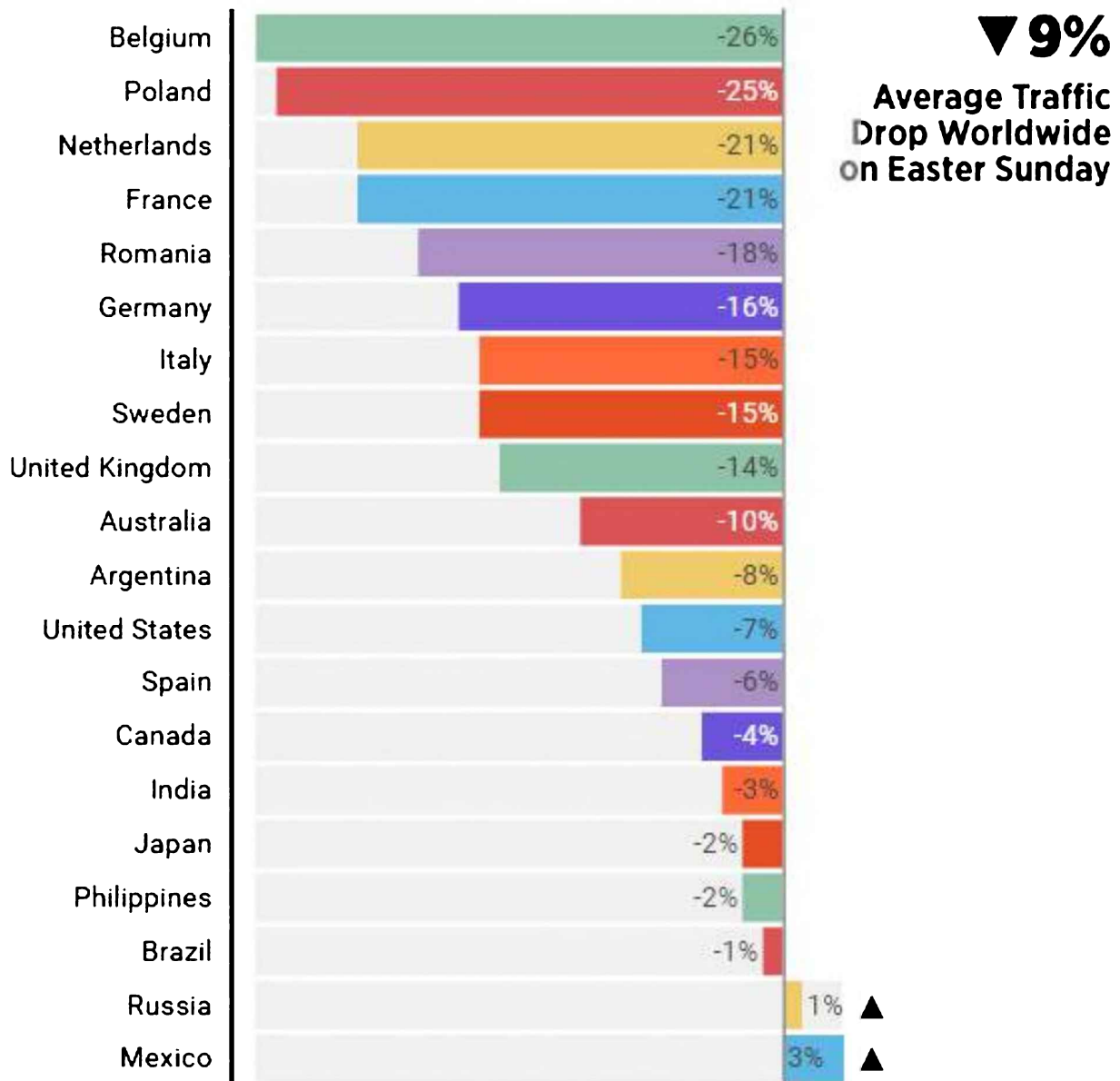
With regards to Easter, international traffic drops by 9%, with more notable dips in Belgium and Poland. The primary religion in Russia is Orthodox Christianity which does not observe the same holiday schedule as other sects of Christianity. This explains the traffic increases over Christmas and Easter in the country.

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## Easter Sunday Traffic

Porn 

How the Holiday Affects Traffic to Pornhub



[pornhub.com/insights](https://pornhub.com/insights)

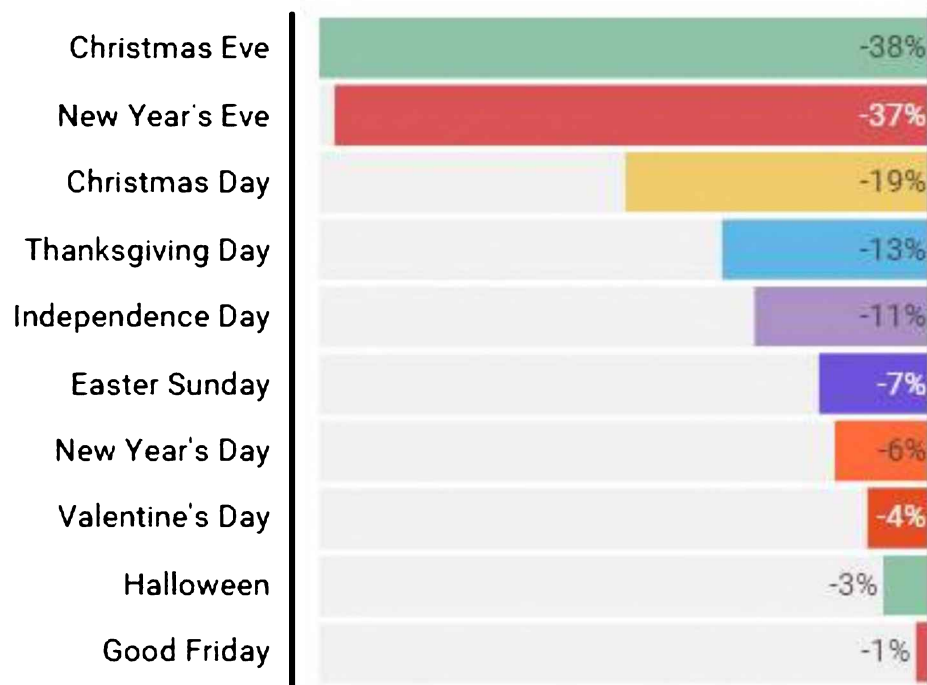
In the US, other holidays traditionally involving big get togethers like Independence Day and Thanksgiving also bring about near 12% traffic dips. Trick or treating on Halloween and Valentine's Day dinners cause traffic to drop by about 3% on these smaller, non-statutory holidays as well.



## United States Holiday Traffic

Porn

How Holidays Affect Traffic to Pornhub



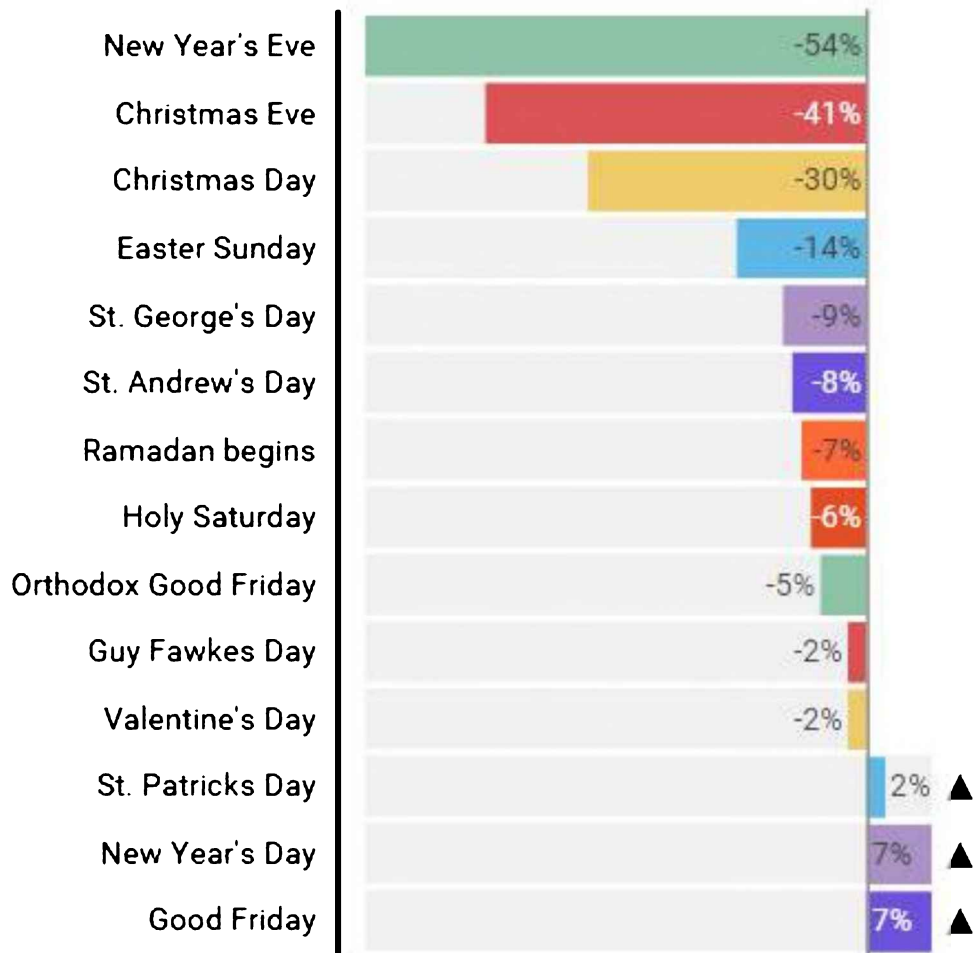
[pornhub.com/insights](https://pornhub.com/insights)

Over in the United Kingdom, holidays like St Andrew's Day bring traffic down by 8% and by 9% on St George's Day. There is however a 7% rise in traffic on New Years Day, suggesting that perhaps Pornhub plays a meaningful role in NYE hangover recovery in the Isles.

## United Kingdom Holiday Traffic

Porn 

How Holidays Affect Traffic to Pornhub



[pornhub.com/insights](https://pornhub.com/insights)

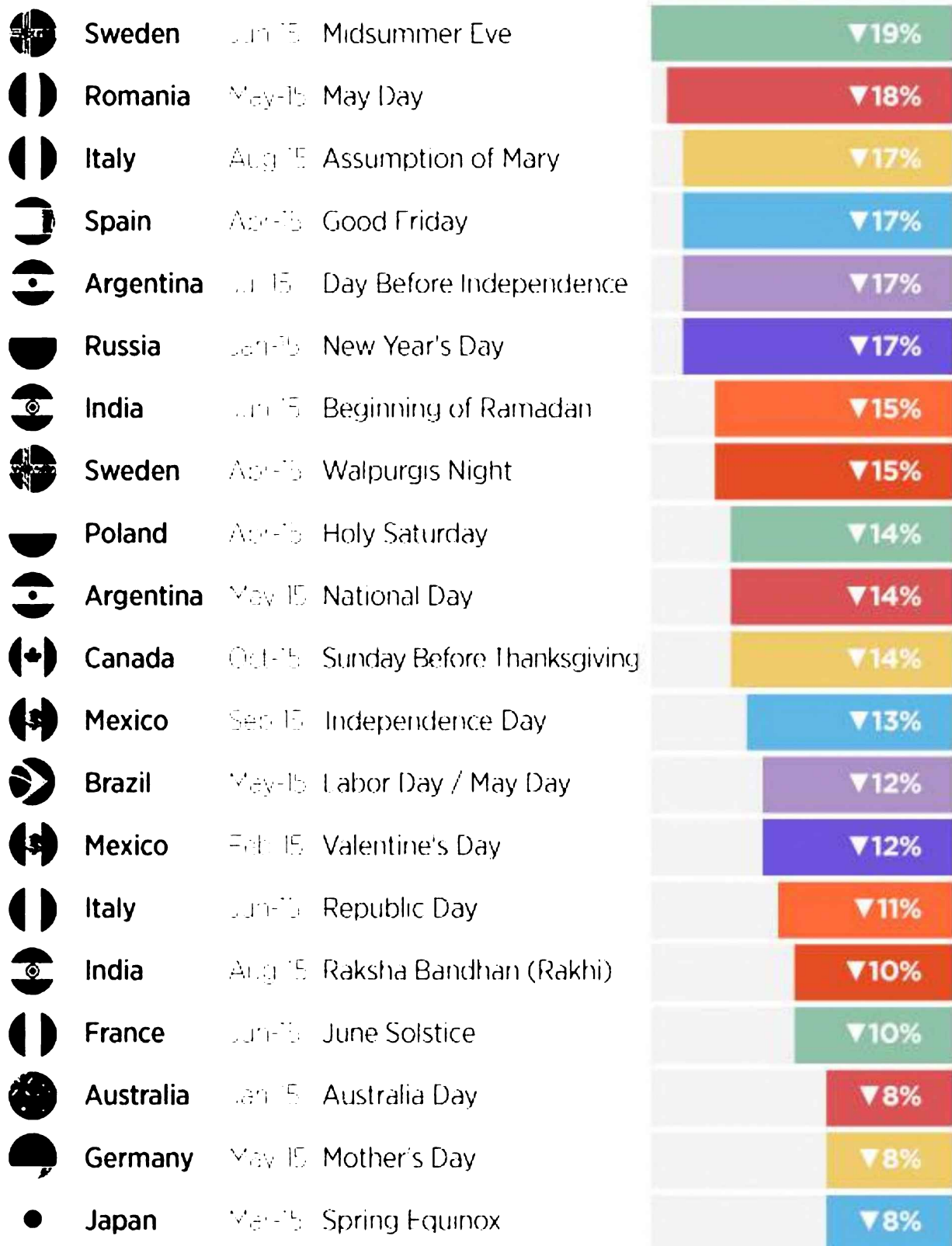
Check out how other big holidays in some of our top 20 countries affect local traffic. Taking the lead here is Sweden, where Midsummer Eve causes traffic to drop around 19% below average, as well as a 15% dip on Walpurgis Night. Romania's May Day celebrations brings traffic down by 18% while the beginning of Ramadan caused traffic to come down by 15% in India. Argentina's National Day on October 12th and Day of respect for cultural diversity on May 25th each brought traffic 14% below average in the country.



## Worldwide Holiday Traffic

Porn 

How Holidays Affect Traffic in Different Countries






















Being that a decent amount of our traffic comes from millennial-aged men, when big sporting events go down, so to does Pornhub traffic. In the US, traffic dropped by 25% during the Superbowl and then by 27% on the day of the Mayweather vs. Pacquiao UFC fight. Over in New Zealand, the Rugby World Cup brought traffic down by a whopping 47% and by a slight 6% during the Cricket World Cup Final. Soccer matches always bring traffic levels way down on Pornhub. In Chile, traffic dropped by 35% during the Copa American Semi-Final Match game against Peru. The 2015 UEFA Champion's League Final brought traffic down by 43% by host country Germany and 25% and 36% in competing Italy and Spain.

## Sports Event Traffic

Porn 

How Games Affect Traffic in Different Countries

Super Bowl - Patriots vs Seahawks	▼25%	United States	
College Basketball Championship	▼14%	U.S. (Wisconsin)	
NBA Finals - Cleveland vs Oakland	▼6%	United States	
NHL Finals - Tampa Bay vs Chicago	▼3%	United States	
Copa America Final - Chile vs Argentina	▼53%	Chile	
	▼49%	Argentina	
Copa America Semi Final - Chile vs Peru	▼35%	Chile	
	▼16%	Peru	
Boxing - Mayweather vs Pacquiao	▼27%	United States	
	▼15%	Philippines	
Cricket World Cup - N.Z. vs Australia	▼6%	Australia	
	▼6%	New Zealand	
UEFA Champions League Final	▼25%	Italy	
	▼36%	Spain	
MLB - Am. League Divisional - Game 5	▼9%	Canada	
MLB - World Series - Kansas vs N.Y.	▼4%	United States	
FIFA Women's World Cup Final	▼5%	Canada (host)	
Rugby World Cup - N.Z. vs Australia	▼47%	New Zealand	
French Open Women's Singles Final	▼15%	Czech Republic	

Other big TV and entertainment events brought about some traffic fluctuations on the site this year too. The Late Late Toy Show which aired on November 27th and is estimated to have been watched in around 1/3 of Irish households caused a 16% drop on the Emerald Isle. The Republican Debates caused traffic to dip by about 4.5% on average in the US, while the Democrat debates only caused a 2% dip. The birth of Princess Charlotte brought traffic down by 3% in the United Kingdom, while the opening day of Expo Milan caused a 4% drop over in Italy.

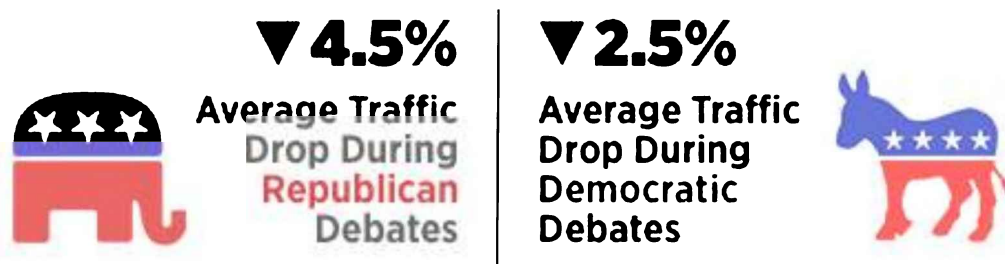
## Media Event Traffic

Porn

How Events Affect Traffic to Pornhub



## United States Presidential Debates



[pornhub.com/insights](http://pornhub.com/insights)

Our viewers exercising their right to vote on election and referendum days can also cause traffic disruptions on Pornhub. This year's Greek Referendum brought traffic down by 4% in the country, whereas Canada's

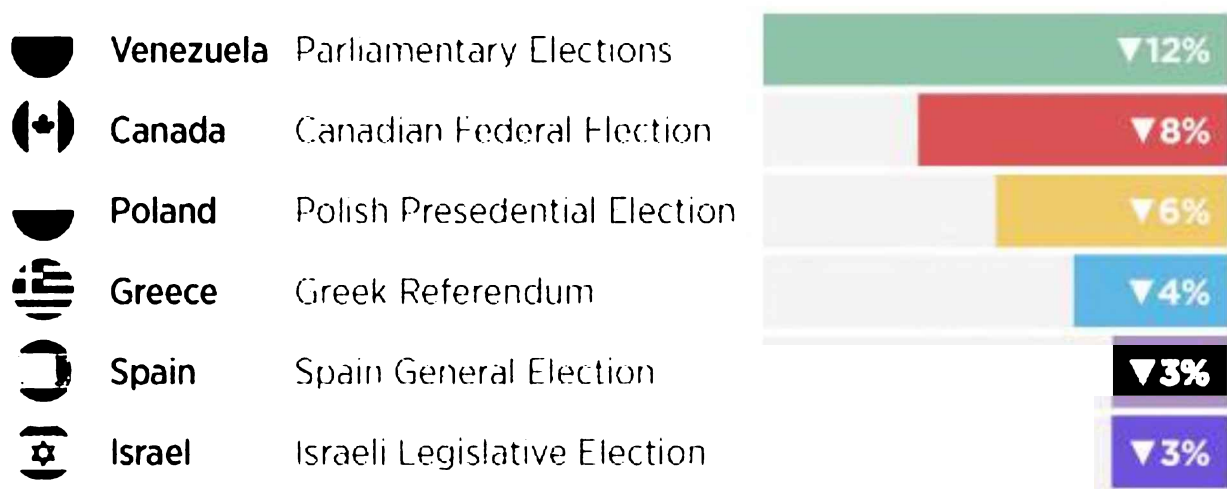
federal election day brought about an 8% dip. The largest drop of this sort at 12% was recorded in Venezuela during the Parliamentary Elections. On the other hand, traffic actually increased by 4% in Portugal on their legislative election day. This is perhaps explained by the fact that this election represented a new low in terms of voter turnout in the country, at just 55%.

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## National Election Day Traffic

Porn

How Elections Affect Traffic in Different Countries



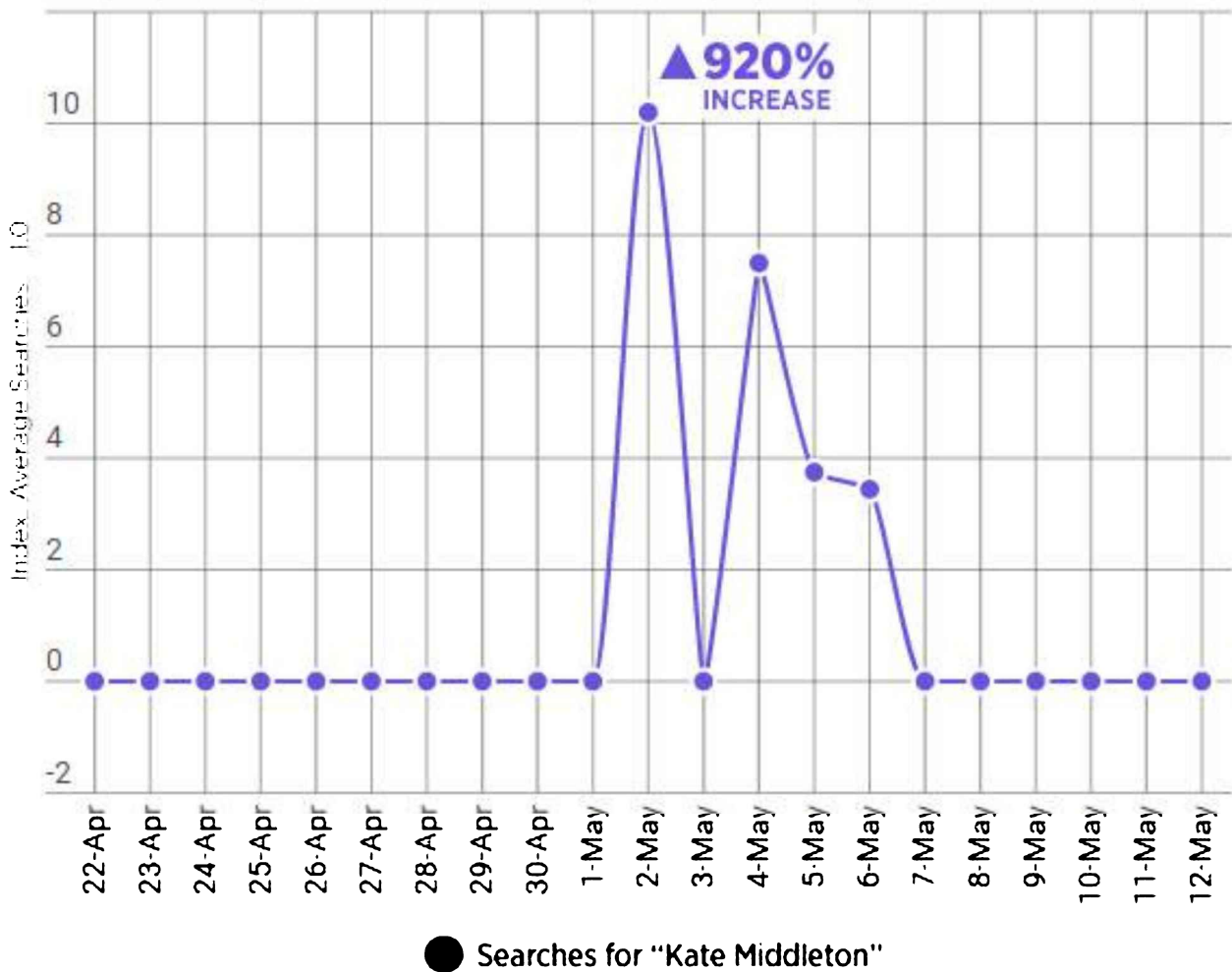
[pornhub.com/insights](https://pornhub.com/insights)

Big events like these can also bring about shifts in search behaviors on Pornhub. For instance, when Kate Middleton gave birth in May, searches for her shot up on the site by 920%.

## Kate Middleton Searches

Porn

How Birth of Child Affects Pornhub Searches



May 2, 2015 - Birth of Charlotte Elizabeth Diana

[pornhub.com/insights](http://pornhub.com/insights)

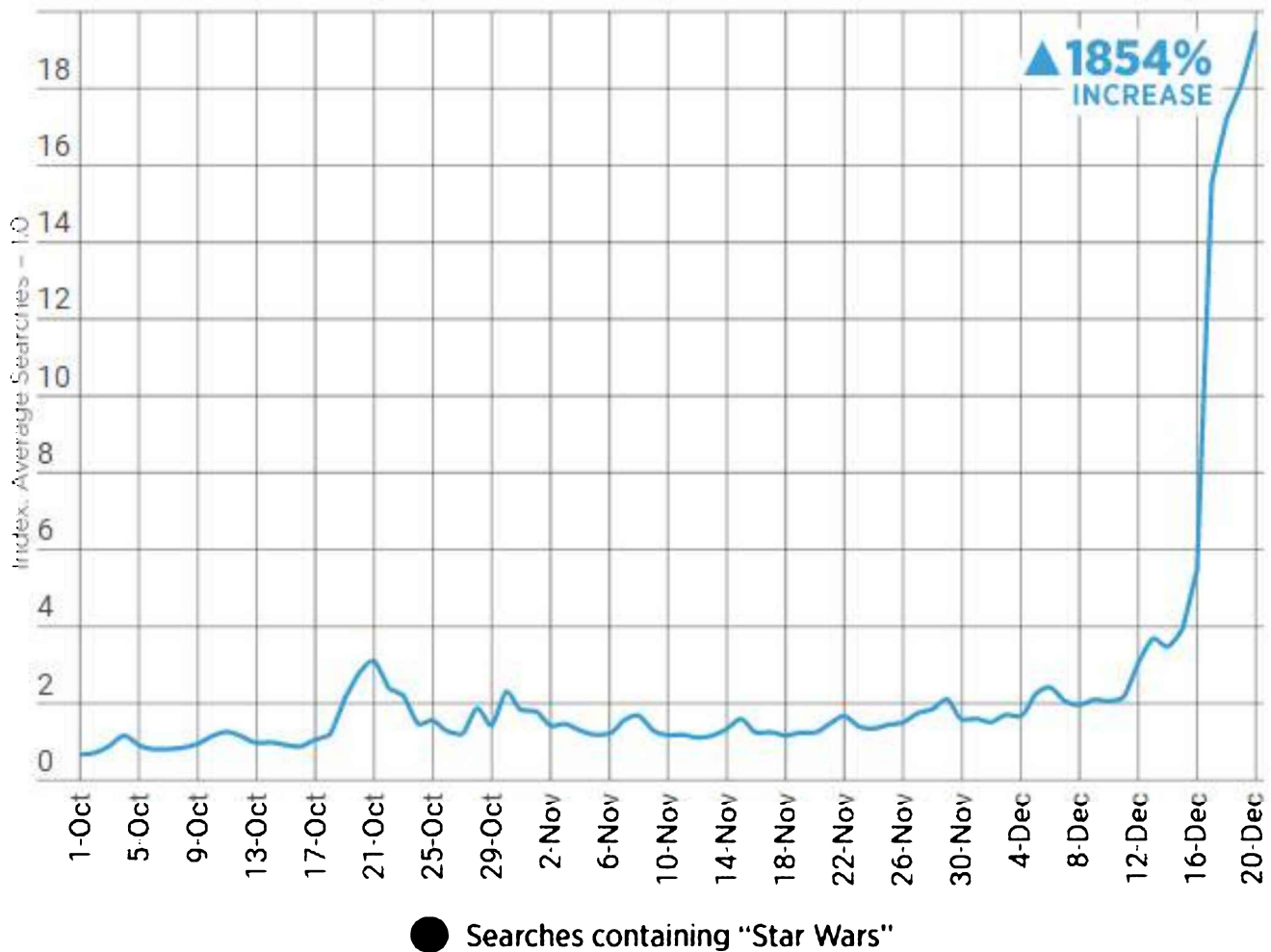
Similarly, with all of the media hype building, searches for Star Wars skyrocketed leading up to and after the release of the latest installment. Specifically, these searches were up by 1854% around the December 18 release date of The Force Awakens.



## Star Wars Searches

Porn 

How Movie Release Affects Searches on Pornhub



Oct. 19, 2015 - Trailer Release

Dec. 18, 2015 - Movie Premiere

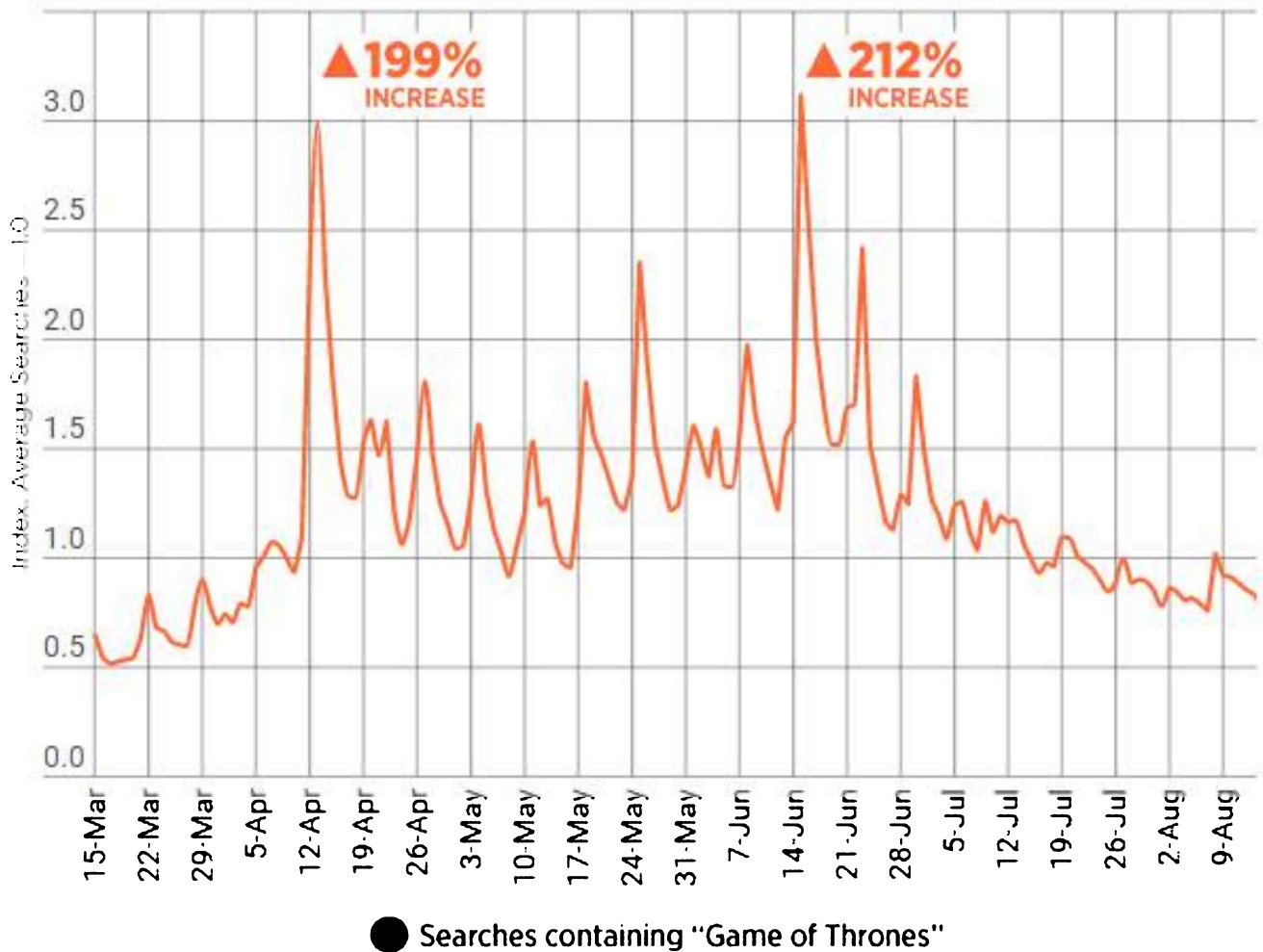
[pornhub.com/insights](http://pornhub.com/insights)

While there is already a fair amount of Pornhub-grade content going on in Westeros as is, fans of the show tend to be searching for 'Game of Thrones' big time when Season debuted and ended this year. Searches spiked by almost 200% the day after the premiere on April 13 and then again by 212% on the day of the June 15 finale.

## Game of Thrones Searches

Porn 

How Episodes Affect Searches on Pornhub



April 12, 2015 - First Episode of Season 5

June 15, 2015 - Last Episode of Season 5

[pornhub.com/insights](http://pornhub.com/insights)

## THAT'S ALL FOLKS!

This brings us to the end of Pornhub's 2015 Year in Review! We've got lots of awesome Insights posts on the way, that will deliver the data on everything from your favorite sporting and cultural events and everything in between in 2016 so be sure to stay tuned. Which findings were you the interested in or surprised by in this most recent Year in Review? Let us know in the comment section below.

## **WAIT, THERE'S UPDATES!**

Our Year in Review can't cover everyone, so we focus mainly on comparing the Top 20 countries that bring traffic to Pornhub. We're more than happy to provide some additional data on request, so here are some updates based on 2015 statistics.

### **Norway**

The folks at [side3.no](http://side3.no) asked where Norway fell into the swing of things. Norway ranks 30th in sites bringing traffic to Pornhub. They have a slightly higher proportion of female viewers at 26% compared to the worldwide average of 24%, but they do fall several seconds short of the worldwide average for time spent per visit.

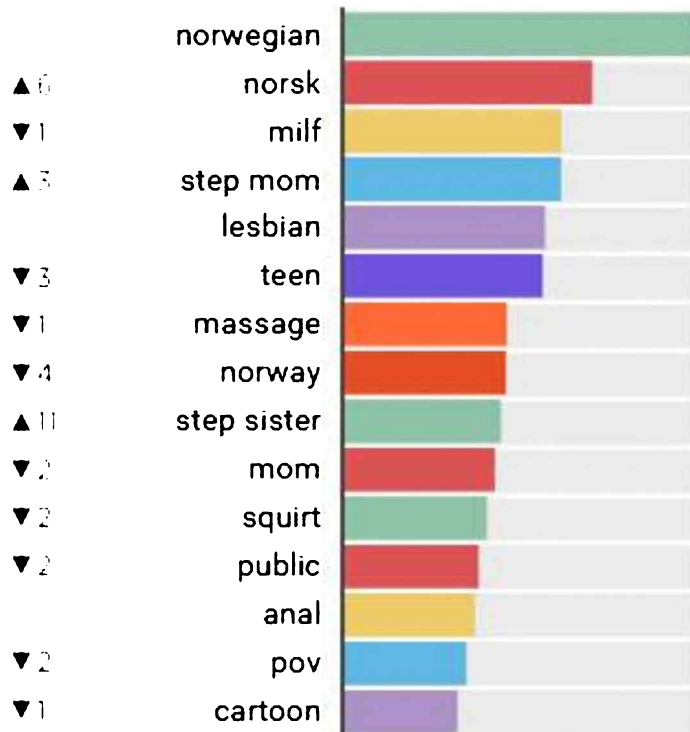
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NORWAY

Porn

## Top 15 Searches of 2015



Average Time Spent Per Visit **9 min 13 sec**

Women Visitors **26%**

Worldwide Traffic Rank **30th**

## Top 5 Categories

- 1 Lesbian
- 2 Hentai
- 2 Mature
- 1 MILF
- 5 Babe

## Top 5 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 5 Lisa Ann
- 4 Madison Ivy
- 5 Asa Akira

## Top Relative Searches

Searched more compared to world

- 1 norsk
- 2 norwegian
- 2 norwegian teen
- 4 monica milf norway
- 5 norwegian milf

[pornhub.com/insights](http://pornhub.com/insights)

## Austria

[Derstandard.at](http://Derstandard.at) asked about Austria, which ranks 35th in traffic to Pornhub. Much of their search list is similar to neighboring Germany with terms like 'german' and 'deutsch' topping the list. Austrians also seem to enjoy a bit of 'german dirty talk' as that's one of the top terms in 2015, moving up 24 spots from 2014.

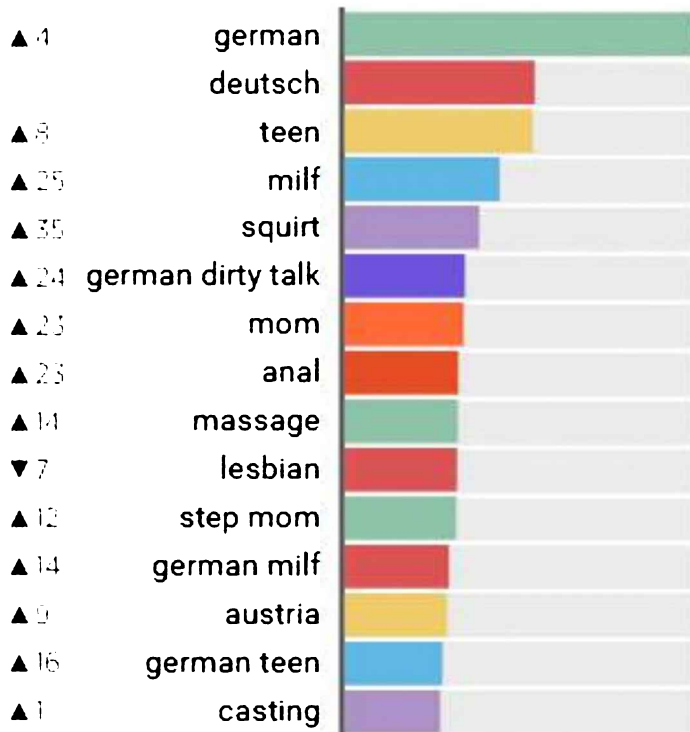
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## AUSTRIA

### Porn

#### Top 15 Searches of 2015



Average Time Spent Per Visit **8 min 57 sec**

Women Visitors **24%**

Worldwide Traffic Rank **35th**

#### Top 5 Categories

- 1 Mature
- 2 Lesbian
- 2 Teen
- 1 Babe
- 5 Hentai

#### Top 5 Pornstars

- 1 Gina Lisa Lohfink
- 2 Mia Khalifa
- 5 Lisa Ann
- 4 Lexy Roxx
- 5 Madison Ivy

#### Top Relative Searches Searched more compared to world

- 1 Austrian
- 2 German
- 2 Deutsch
- 4 German Dirty Talk
- 5 Ficken

[pornhub.com/insights](http://pornhub.com/insights)

## Malta

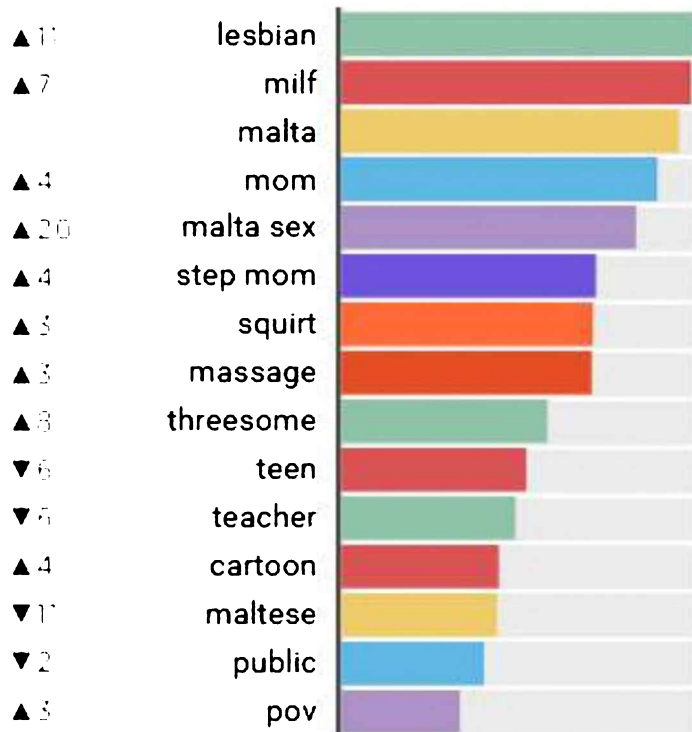
[MaltaToday.com.mt](http://MaltaToday.com.mt) inquired about their country. We noted that Malta has a much higher percentage of women visitors at 29% compared to the worldwide average of 24%. Their average time on site of 8 minutes and 20 seconds falls well behind the worldwide average though. We were however impressed that this country ranking 173 worldwide based on population manages to rank 93rd for traffic to Pornhub.

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Porn

## Top 15 Searches of 2015



Average Time Spent Per Visit **8 min 20 sec**

Women Visitors **29%**

Worldwide Traffic Rank **92nd**

## Top 5 Categories

- 1 Lesbian
- 2 Mature
- 2 MILF
- 1 Threesome
- 5 Hentai

## Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 5 Kim Kardashian
- 4 Madison Ivy
- 5 Brandi Love

## Top Relative Searches

Searched more compared to world

- 1 malta
- 2 maltese
- 2 gozo
- 4 malta milf
- 5 naked maltese

[pornhub.com/insights](http://pornhub.com/insights)

## Northern Ireland

Sunday Life in Belfast asked us to look at Northern Ireland, which ranks 4th of all regions inside the U.K. for traffic to Pornhub. We see far less ladies from Northern Ireland than we would like – only 21% of visitors compared to the worldwide average of 24%. That may account for the 1 second they come up short for time on site compared to the U.K. in general. Although MILF is the top category here, we suspect GILFs are equally popular with ‘very very old granny’ being a search that is more

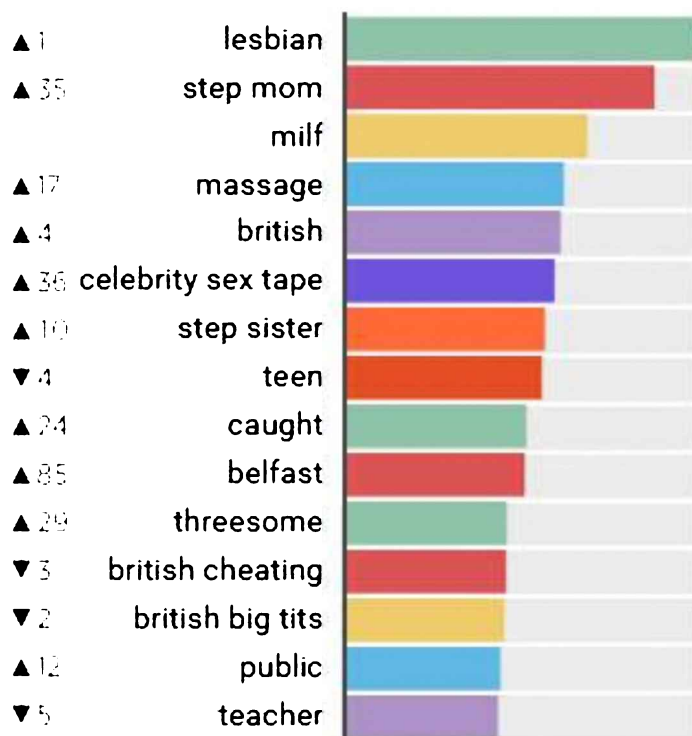
likely to come from Northern Ireland than elsewhere worldwide.

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 **NORTHERN IRELAND**

**Porn**

### Top 15 Searches of 2015



Average Time Spent Per Visit **9 min 17 sec**

Women Visitors **21%**

Traffic Rank within U.K. **4th**

### Top 5 Categories

- 1 MILF
- 2 Lesbian
- 2 British
- 1 Mature
- 5 Teen

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 5 Kim Kardashian
- 4 Brandi Love
- 5 Madison Ivy

### Top Relative Searches

Searched more compared to world

- 1 belfast
- 2 irish
- 2 british milf
- 4 very very old granny
- 5 british cheating

[pornhub.com/insights](http://pornhub.com/insights)

## Serbia

The folks at [telegraf.rs](http://telegraf.rs) asked us to look at Serbia's data for 2015. Their country ranks 41st worldwide for traffic coming to Pornhub. Interest in fellow Serbians top their search list with 'serbian' and 'serbian amateur' taking the top two spots. Searches for 'croatian' are about equal to 'teacher', 'gangbang' and 'public' porn. The average Serbian's time on site is



much lower than the world average at 7 minutes and 48 seconds, but they do have a higher proportion of female visitors at 31% compared to 24% worldwide.

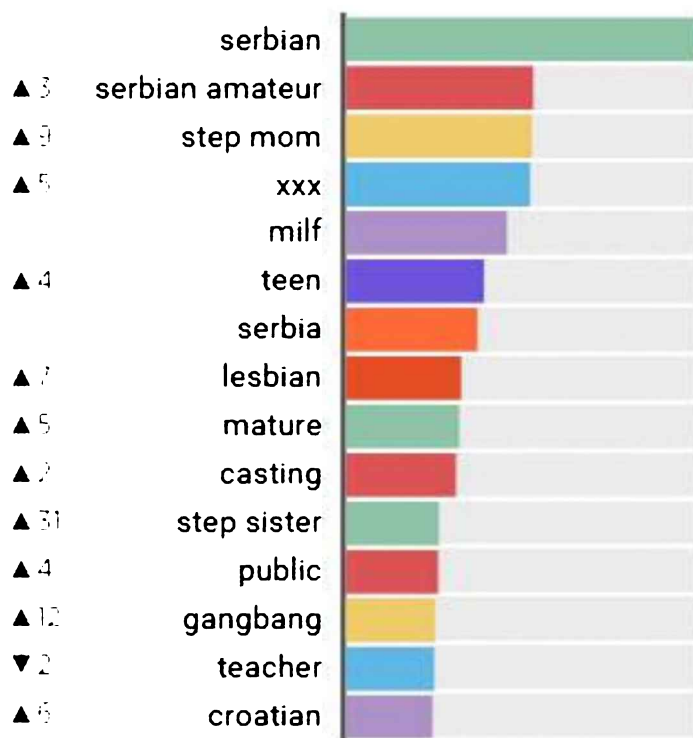
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SERBIA

Porn

### Top 10 Searches of 2015



Average Time Spent Per Visit **7 min 48 sec**

Women Visitors **31%**

Worldwide Rank **41st**

### Top 5 Categories

- 1 Mature
- 2 MILF
- 2 Big Dick
- 1 Teen
- 5 Lesbian

### Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 5 Kim Kardashian
- 4 Asa Akira
- 5 Madison Ivy

### Top Relative Searches Searched more compared to world

- 1 serbian milf
- 2 serbian casting
- 2 serbian amateur
- 4 srbija
- 5 severina

[pornhub.com/insights](http://pornhub.com/insights)

## Andorra

We were contacted by [El Periòdic](#) to find out about their home country of Andorra. Although they only rank 162 for worldwide traffic to Pornhub, that's still well ahead of their population rank of 202 worldwide. Matronly

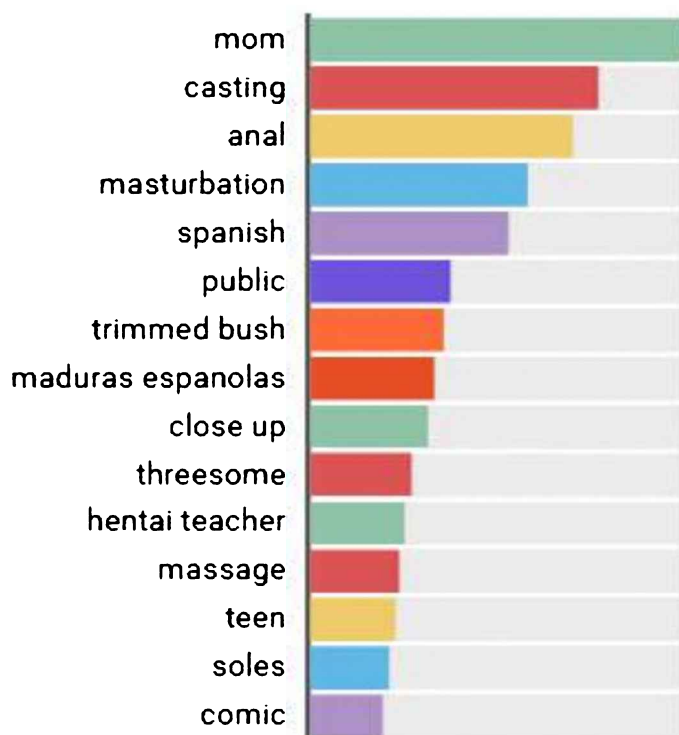
porn rules in Andorra with “mom” being the top search term and “MILF” being the top category. We also find an interest in mature ladies with “mature” being the 4th most popular category and “maduras espanolas” being one of the terms that is searched much more by Andorrans than the rest of the world. Apparently they also like seeing a “trimmed bush” very “close up”.

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Porn

### Top 10 Searches of 2015



Average Time Spent Per Visit **6 min 56 sec**

Women Visitors **25%**

### Top 5 Categories

- 1 MILF
- 2 Big Dick
- 2 Big Tits
- 1 Mature
- 5 Lesbian

### Top 5 Pornstars

- 1 Kendra Sunderland
- 2 Mia Khalifa
- 5 Lisa Ann
- 4 Audrey Bitoni
- 5 Roxanne Jeffers

### Top Relative Searches

Searched more compared to world

- 1 trimmed bush
- 2 comic
- 2 soles
- 4 maduras espanolas
- 5 close up

[pornhub.com/insights](http://pornhub.com/insights)

**Slovenia**

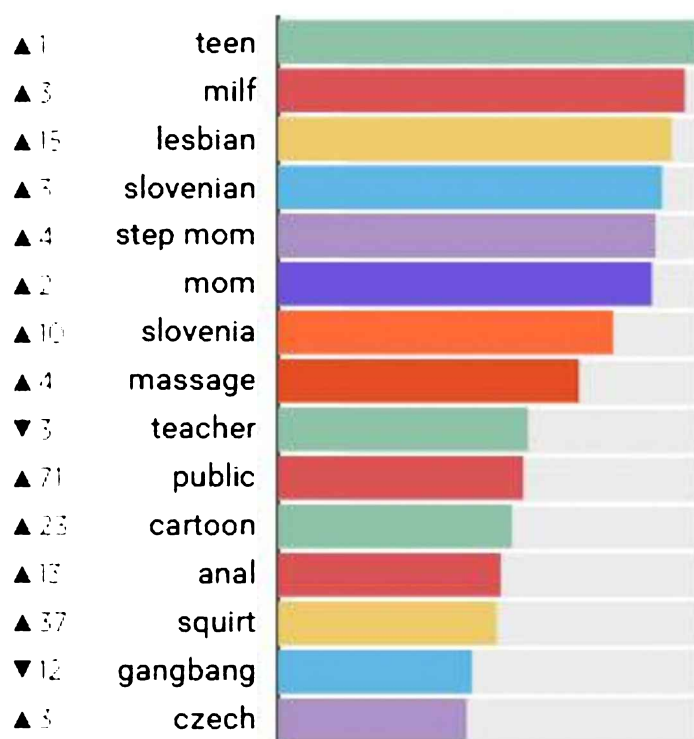
The Pornhub Statisticians were asked to look into Slovenia by the people at Dnevnik.si. Slovenians spend an average of 8 minutes and 27 seconds on Pornhub, less than the worldwide average. 27% of visitors are women, which is higher than the world. Searches for “lesbian” have moved up 15 places from 2014 to 2015, and “public” porn has moved up 71 spots. The most viewed category is “mature”, which is contrary to the most popular search “teen”. Although “slovenian” one a popular search, other relative popular searches include “bosnian”, “croatian” and “serbian”.

2015



Porn

### Top 10 Searches of 2015



Average Time Spent Per Visit **8 min 27 sec**

Women Visitors **27%**

Worldwide Rank **64th**

### Top 5 Categories

- 1 Mature
- 2 Lesbian
- 2 Teen
- 1 MILF
- 5 Hentai

### Top 5 Pornstars

- 1 Kim Kardashian
- 2 Mia Khalifa
- 5 Lisa Ann
- 4 Asa Akira
- 5 Madison Ivy

### Top Relative Searches Searched more compared to world

- 1 slovenija
- 2 slovenian
- 2 bosnian
- 4 croatian
- 5 serbian

## **Macedonia**

RadioMOF asked us to look at the porn habits of Macedonians. On average they spend 8 minutes and 57 seconds on Pornhub, a bit less than the world average of 9 minutes 20 seconds. They have a much larger proportion of female viewers at 30% compared to 24% worldwide. 70% of visitors are Millennials under the age of 35, much more than the world average. Popular searches include “macedonian” and “macedonia” but other countries like “serbian”, “albanian” and “bulgarian”. The most popular category is “mature”, with “MILF” also appearing in the top 5, so it’s not surprising MILF super-pornstar Lisa Ann is Macedonia’s most searched for pornstar.

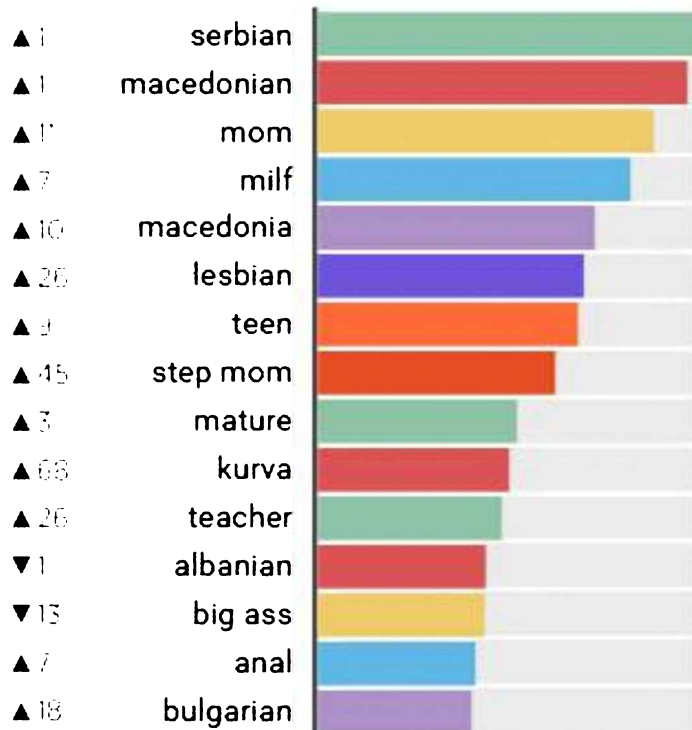
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MACEDONIA

Porn

## Top 10 Searches of 2015



## Top 5 Categories

- 1 Mature
- 2 Lesbian
- 2 Big Dick
- 1 Teen
- 5 MILF

## Top 5 Pornstars

- 1 Lisa Ann
- 2 Mia Khalifa
- 5 Kim Kardashian
- 4 Asa Akira
- 5 Madison Ivy

## Top Relative Searches

Searched more compared to world

- 1 macedonia
- 2 macedonian
- 2 kurva
- 4 serbian
- 5 albanian

Average Time Spent Per Visit **8 min 57 sec**Women Visitors **30%**Worldwide Rank **77th**

Age Group Proportions

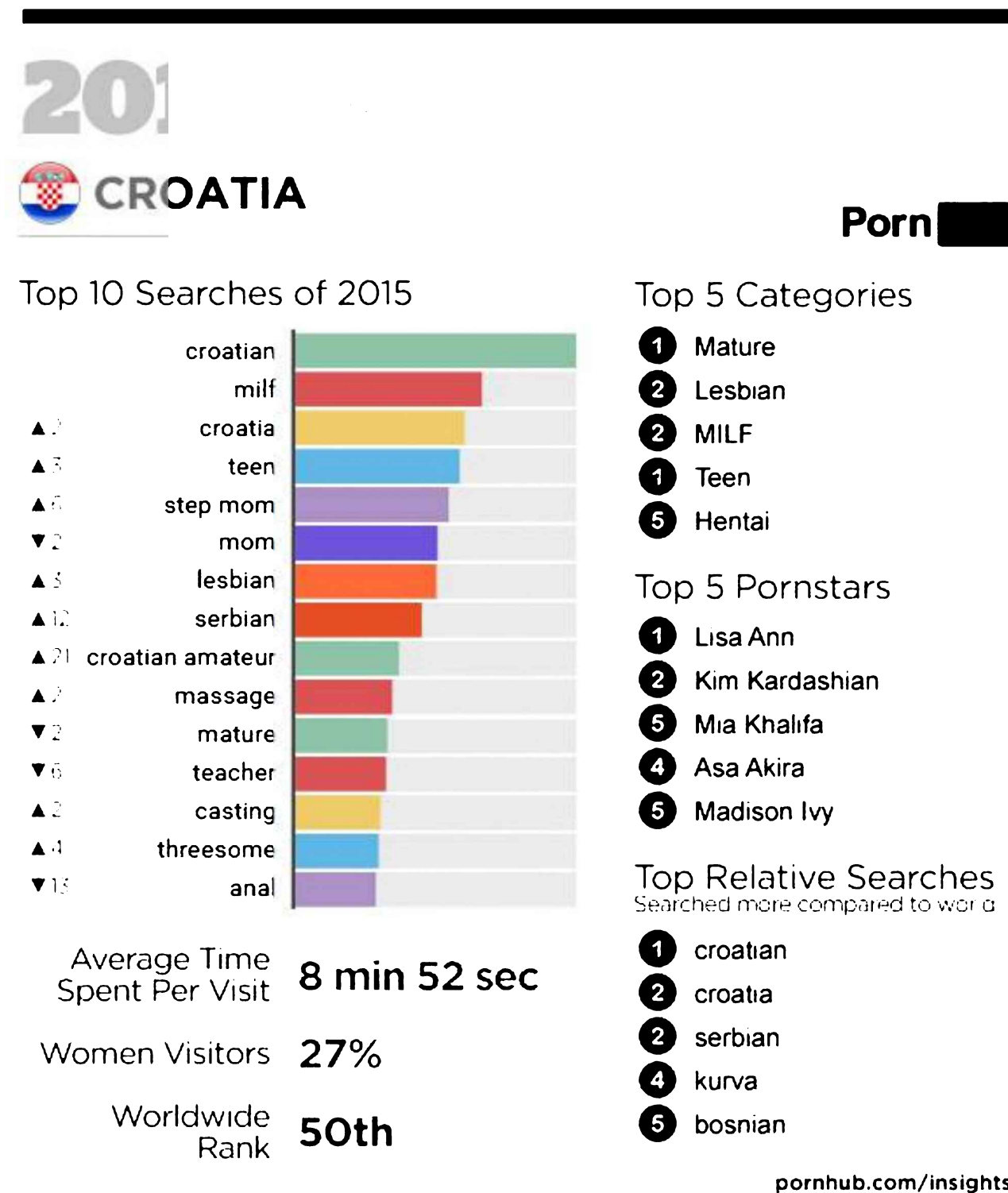


pornhub.com/insights

## Croatia

[24sata.hr](http://24sata.hr) asked us to review the porn habits of Croatians. On average, Croatians spend 8 minutes and 52 seconds each time they visit Pornhub, which is about 30 seconds less than the world average of 9 minutes and 20

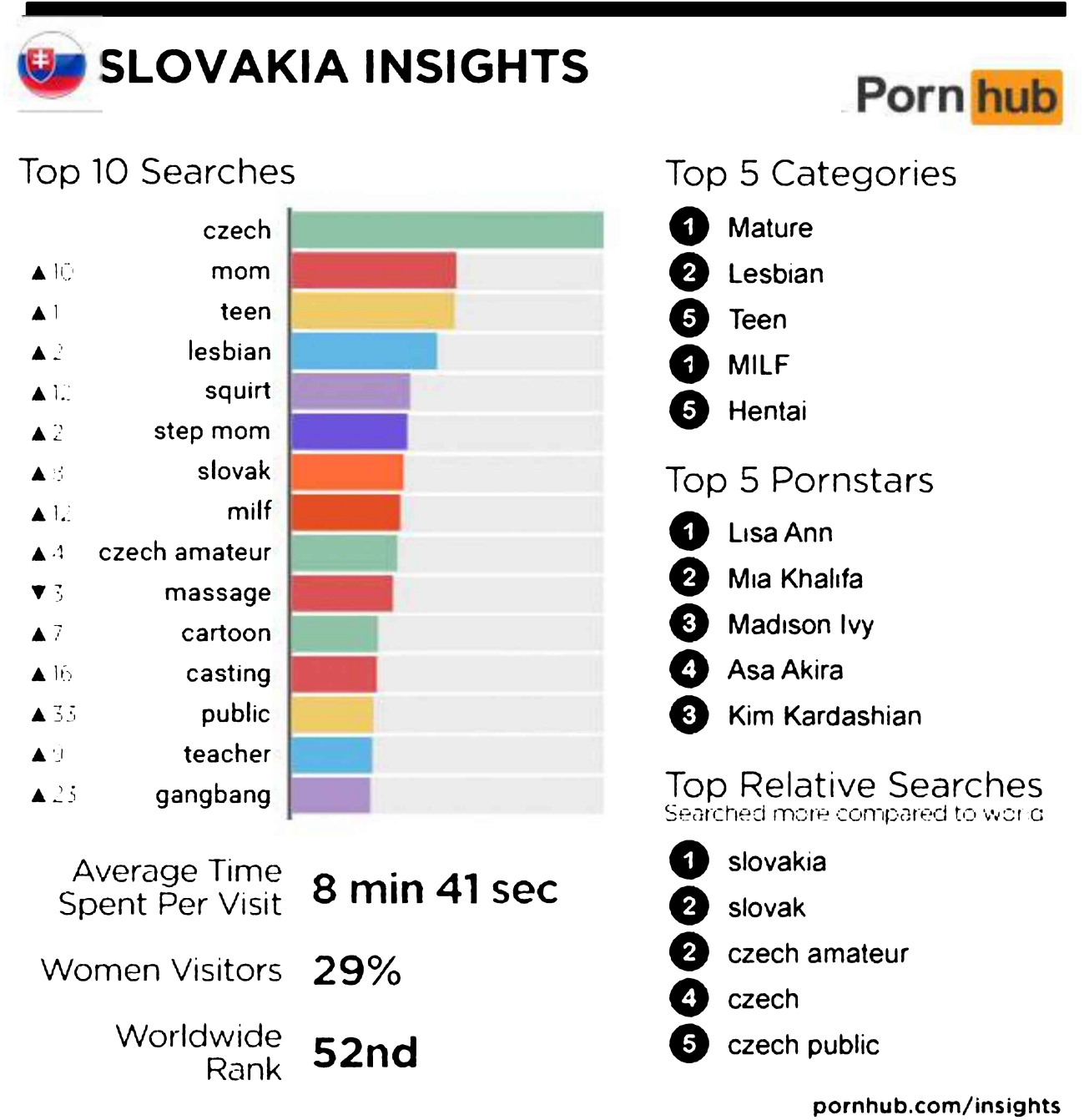
seconds. 27% of visitors are female, which is slightly higher than the world average of 24%. The most popular category viewed in Croatia is “Mature”, followed by “Lesbian”, and the most searched for pornstar is “Lisa Ann”. The most searched for term is “croatian”, and they search quite often for “serbian”, and “bosnian” compared to the rest of the world.



## Slovakia

Novy Cas reached out and asked our statisticians to review the porn habits

of Slovakia. On average, Slovaks spend 8 minutes and 41 seconds on Pornhub, which is about 40 seconds less than the world average. 29% of visitors are female, which is slightly higher than the world average of 24%. The most popular category viewed in Slovakia is “mature”, followed by “lesbian”, and the most popular pornstar is “Lisa Ann”. The most searched for term is “czech”, although “slovak” moved up 8 positions in search term rank over the last year.





# 2014 Year In Review

[74 comments](#) January 7, 2015



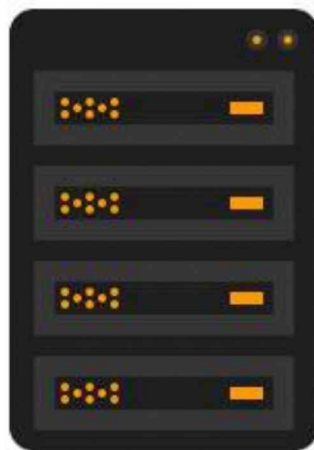
2014 was a huge year for us here at Pornhub HQ. We put our team of statisticians to work time and time again to deliver the data and bring you the most fascinating facts having to do with the world's #1 porn site. Focusing largely on search trends and how user interactions react to major events around the world, we've covered everything from the traffic changes during the recent Scottish referendum to America's obsession with anal sex and everything in between. Be it sports, politics, climate or demographic related, we found a way to relate it to porn trends and offer up some awesome insights. Today, we're going to relive the magic one more time and take a long and hard look at how Pornhub's user habits have evolved over the course of the past year, when compared to our 2013 review, as well as introduce some exclusive new and updated data. Let's get started!



# 2014 YEAR IN REVIEW

## BANDWIDTH IN 2014

**1,577**  
PETABYTES



AVERAGE  
BANDWIDTH  
OF ABOUT  
**50 GIGABYTES**  
PER SECOND

**1.57M**  
TERABYTES

OR



**37.8** MILLION  
VOTES

**11** VIDEOS VIEWED FOR  
EVERY PERSON ON  
EARTH



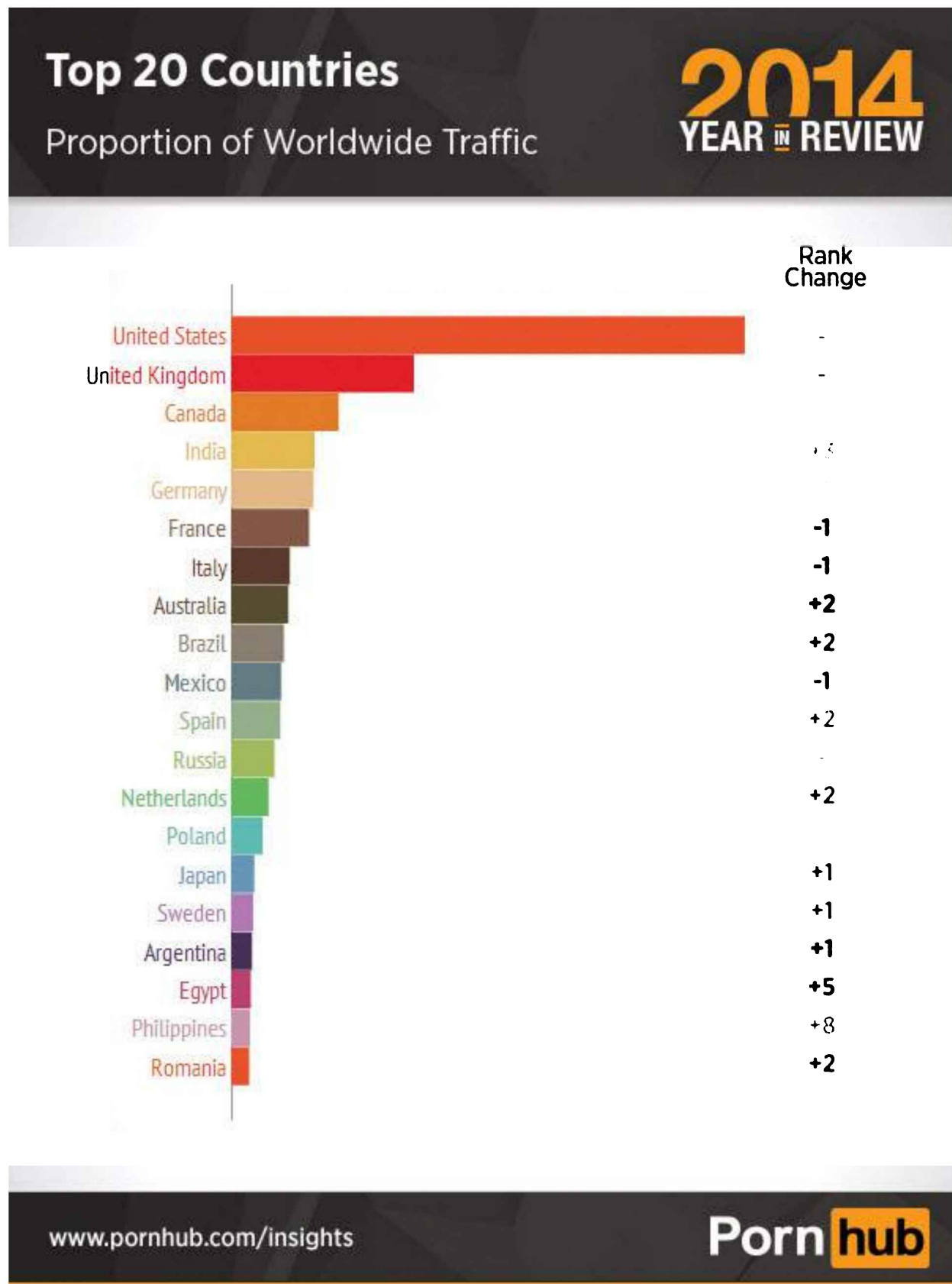
## TOP TEN COUNTRIES WITH PER CAPITA PAGEVIEWS





## THE BARE BASICS

Overall, Pornhub saw a whopping 78.9 billion video views through 2014, which considerably surpasses last year's 63.2 billion. Specifically, this breaks down to 18.35 individual visits to the site over the course of the year, translating to about 5800 visits per second. However you look at it, that's a lot of people getting busy on Pornhub!



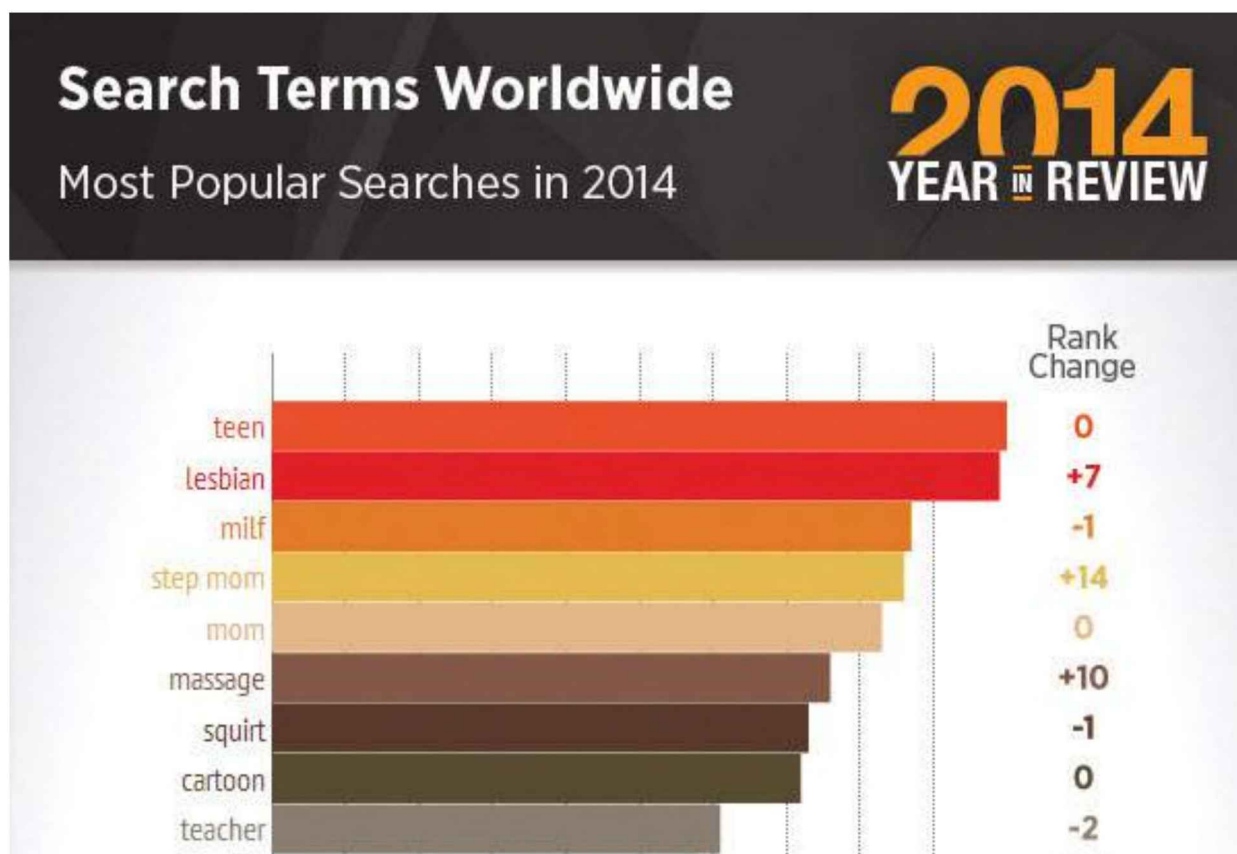
Now let's take a look at the 20 countries that deliver the most traffic to Pornhub and how their rankings stood up in 2014. The United States accounts for the lion's share of international traffic, with just under 40%

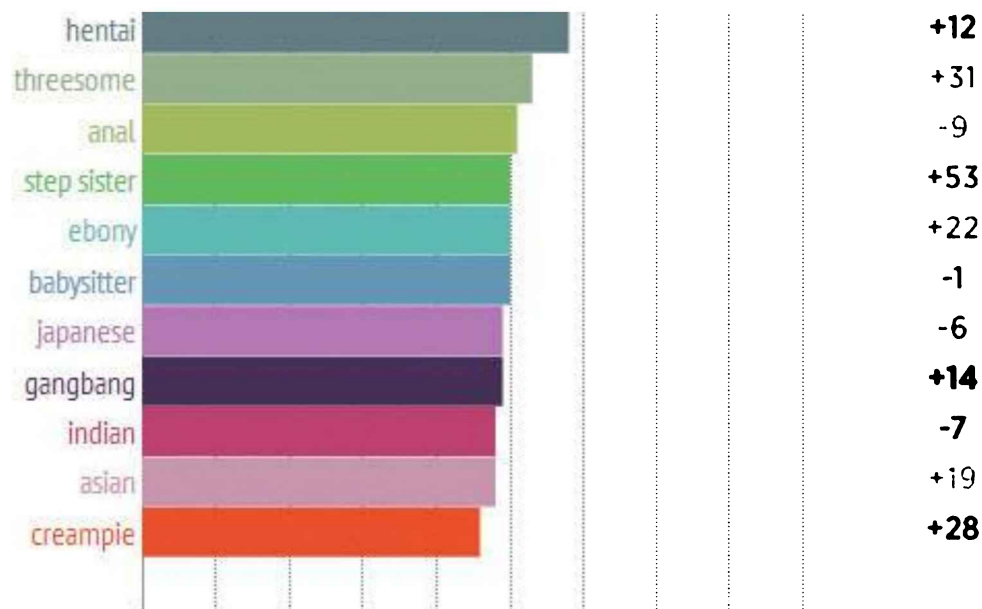


and holds it down in first place. India climbed an impressive 3 positions here to nab 4th place for most visits to the best site in the world, with the Philippines and Egypt also repping Pornhub more in 2014 as made evident by their respective 8 and 5 rank climbs.

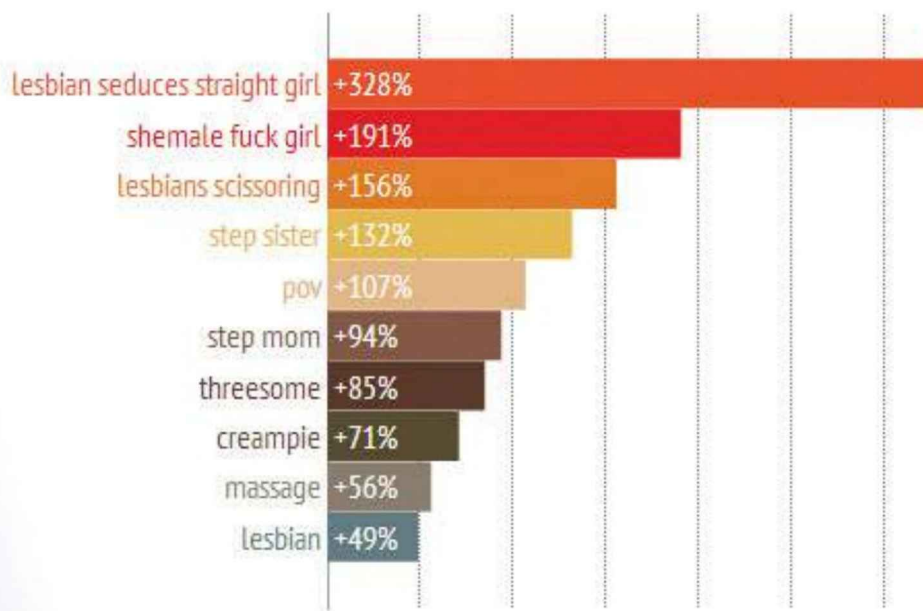
## WHAT ARE YOU LOOKING FOR?

If Pornhub users all over the world are thirsty for one thing in particular, it's teen-themed porn, as 'teen' was the most searched term in the world both this year and last. Coming in at number 2 with an impressive 7 place gain is 'lesbian,' with 'MILF' taking a slight hit, falling into 3rd place and down from last year's 2nd. Some interesting gainers here are the step-family themed searches, with 'step mom' climbing up 14 slots to land in at 4th place, and 'step sister' reaching up 53 spots to land in at this year's 13th place. Group themed porn searches like 'threesome' and 'gangbang' also made some impressive leaps, having climbed 31 and 14 positions respectively. The world witnessed some interesting get-togethers on Pornhub this year!





## Top Gaining Search Terms in 2014



[www.pornhub.com/insights](http://www.pornhub.com/insights)

**Pornhub**

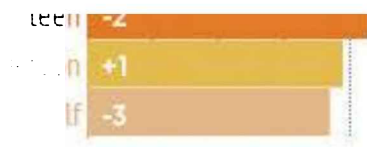
When we look at the search terms that gained the most, proportionally speaking, from last year's numbers, the results make up a really interesting spread. Topping things off with a significant 328% gain is 'lesbian seduces



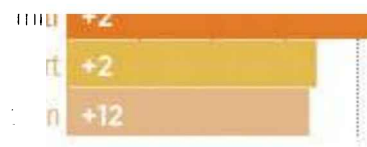
straight girl,’ followed by ‘shemale fuck girl’ at 191%. There is some extended family fun up in there too, with ‘step sister’ and ‘step mom’ each seeing a 132% and 94% popularity increase, respectively.

In this chart, we compare our top 20 countries once again alongside their respective top 5 searches. A theme that immediately emerges at a first glance is that most countries feature their own nationalities and variants thereof among their top searches. This is something that we have noticed in several of the countries we have profiled, namely Germany, Russia, the Netherlands and Mexico. It will be interesting to see if this same theme continues throughout 2015, or if these step-relative searches will take over around the globe! Standing out here is Spain, where interestingly ‘Indian’ appears to be the 5th most searched term in the country. Bollywood bad girl Sunny Leone (NSFW) is also the most sought after porn star in Spain, which confirms that Spaniards definitely have a special place in their, er, hearts for that special kind of Indian spice. Lady-on-lady love also made some impressive gains in English speaking countries with 12, 14, 15 and 1 place climbs in Canada, Australia, the US and the UK respectively, the latter noting a first place claim and a dethroning of ‘british’ as the most popular search term there. These impressive gains indicate that last year, ‘lesbian’ wouldn’t have made it anywhere near the top 5 in most of these countries last year and show a huge growing preference for girl-on-girl porn.





Top Pornstar:  
Lisa Ann



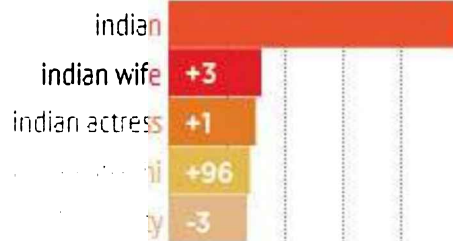
Top Pornstar:  
Lisa Ann

## Canada



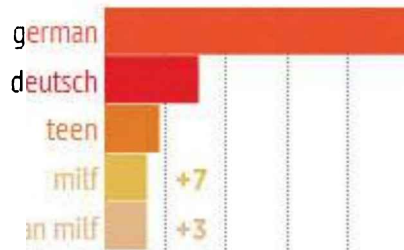
Top Pornstar:  
Lisa Ann

## India



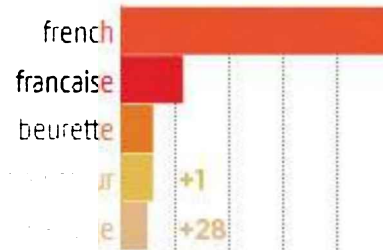
Top Pornstar:  
Sunny Leone

## Germany



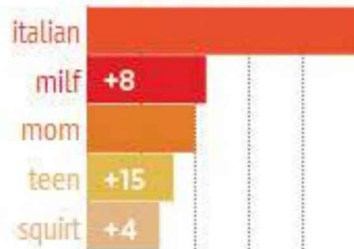
Top Pornstar:  
Melanie Muller

## France



Top Pornstar:  
Clara Morgane

## Italy



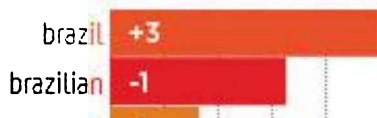
Top Pornstar:  
Sara Tommasi

## Australia



Top Pornstar:  
Kim Kardashian

## Brazil

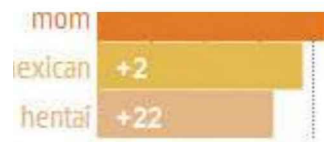


## Mexico



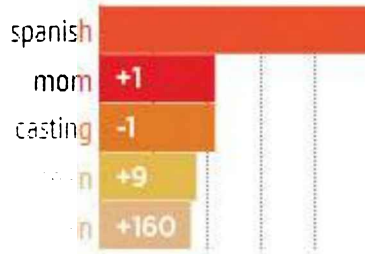


Top Pornstar:  
Julia Paes



Top Pornstar:  
Lisa Ann

### Spain



Top Pornstar:  
Sunny Leone

### Russia



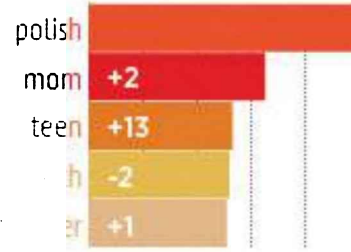
Top Pornstar:  
Sasha Grey

### Netherlands



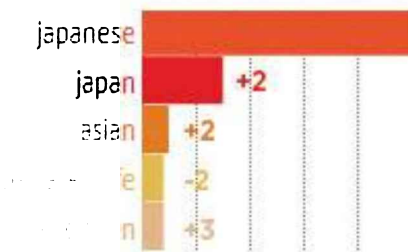
Top Pornstar:  
Lisa Ann

### Poland



Top Pornstar:  
Lisa Ann

### Japan



Top Pornstar:  
Yuma Asami

### Sweden



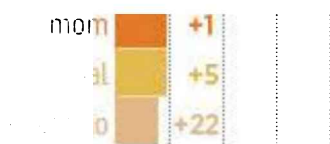
Top Pornstar:  
Lisa Ann

### Argentina

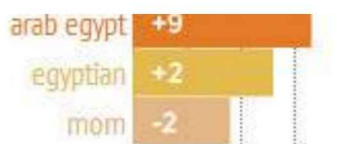


### Egypt





Top Pornstar:  
Lisa Ann



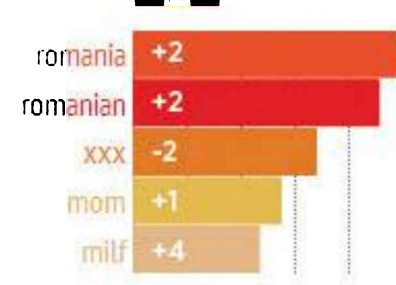
Top Pornstar:  
Lisa Ann

 Philippines



Top Pornstar:  
Maria Ozawa

 Romania



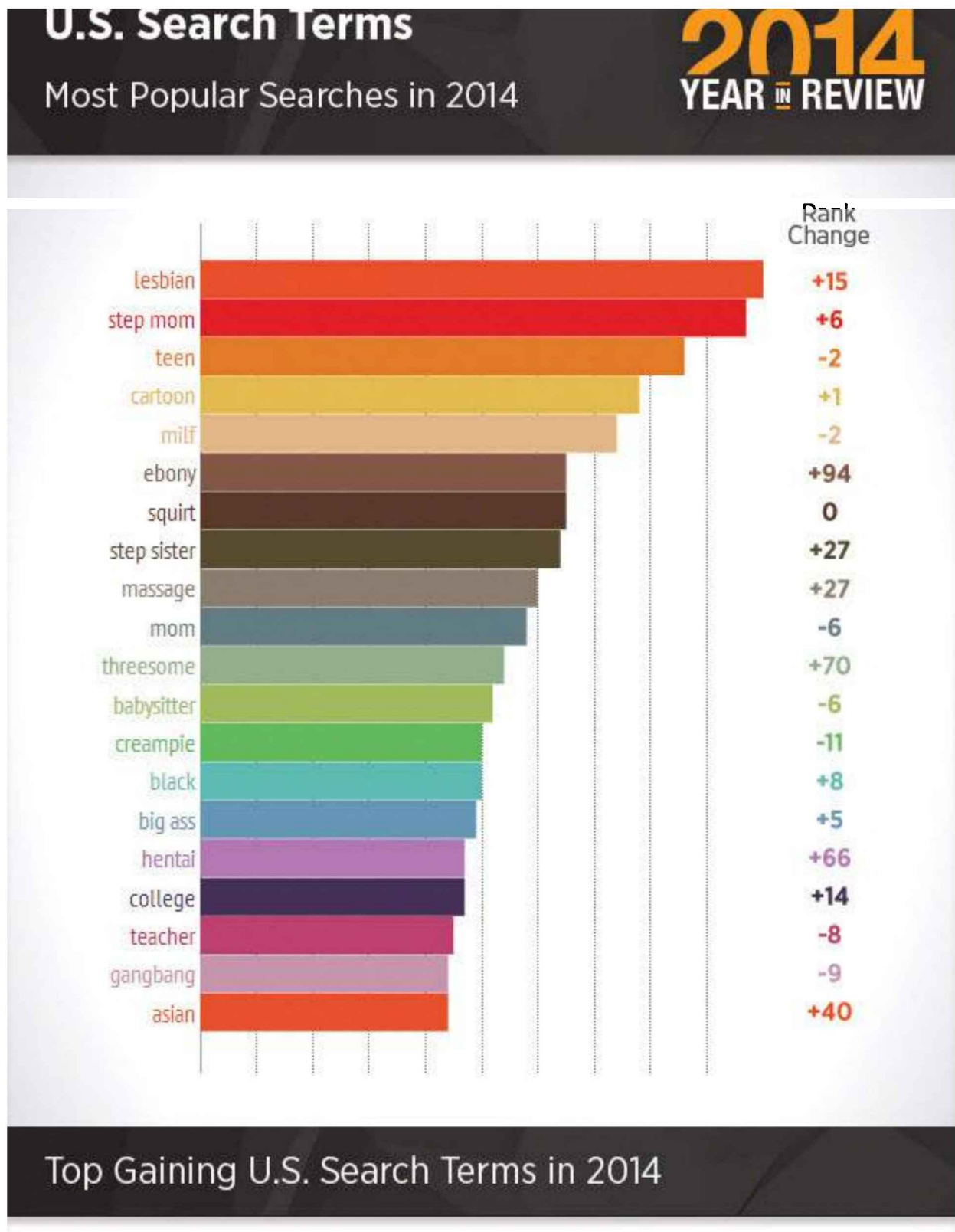
Top Pornstar:  
Lisa Ann

*Numbers indicate change in rank from 2013 to 2014*

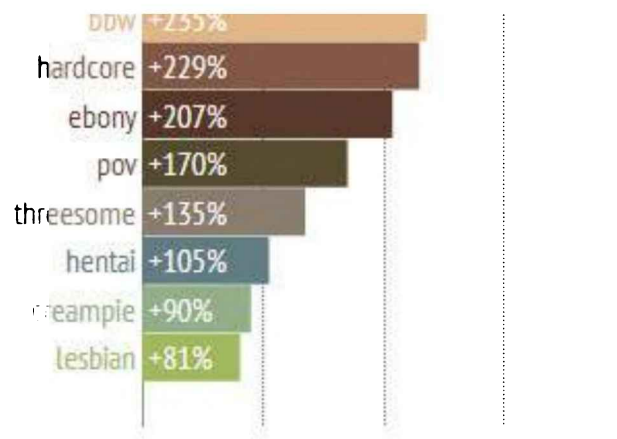


## TOP TO BOTTOM SEARCH IN THE USA

Some really interesting changes in search trends took place in America this year. For instance, 'lesbian' overtook 'teen' in 1st place for the most searched term throughout the country over the course of the year, making an impressive 15 place climb. Incidentally, 2014 was also a huge year for gay marriage in the States, with 19 states having ruled in favor of legalizing gay marriage. This brings the total number of states where this is permitted up to 35, and significantly marks 2014 as the biggest year for gay marriage to date. Tolerance is a beautiful thing! 'Ebony' also climbed a whopping 94 spots to its current 6th position, indicating a considerable increase in the American desire for more of this type of content. Step-relative searches also climbed the ranks in 2014 with 'step mom' claiming second place with a 6 place gain and 'step sister' shooting up 27 places into 8th place.



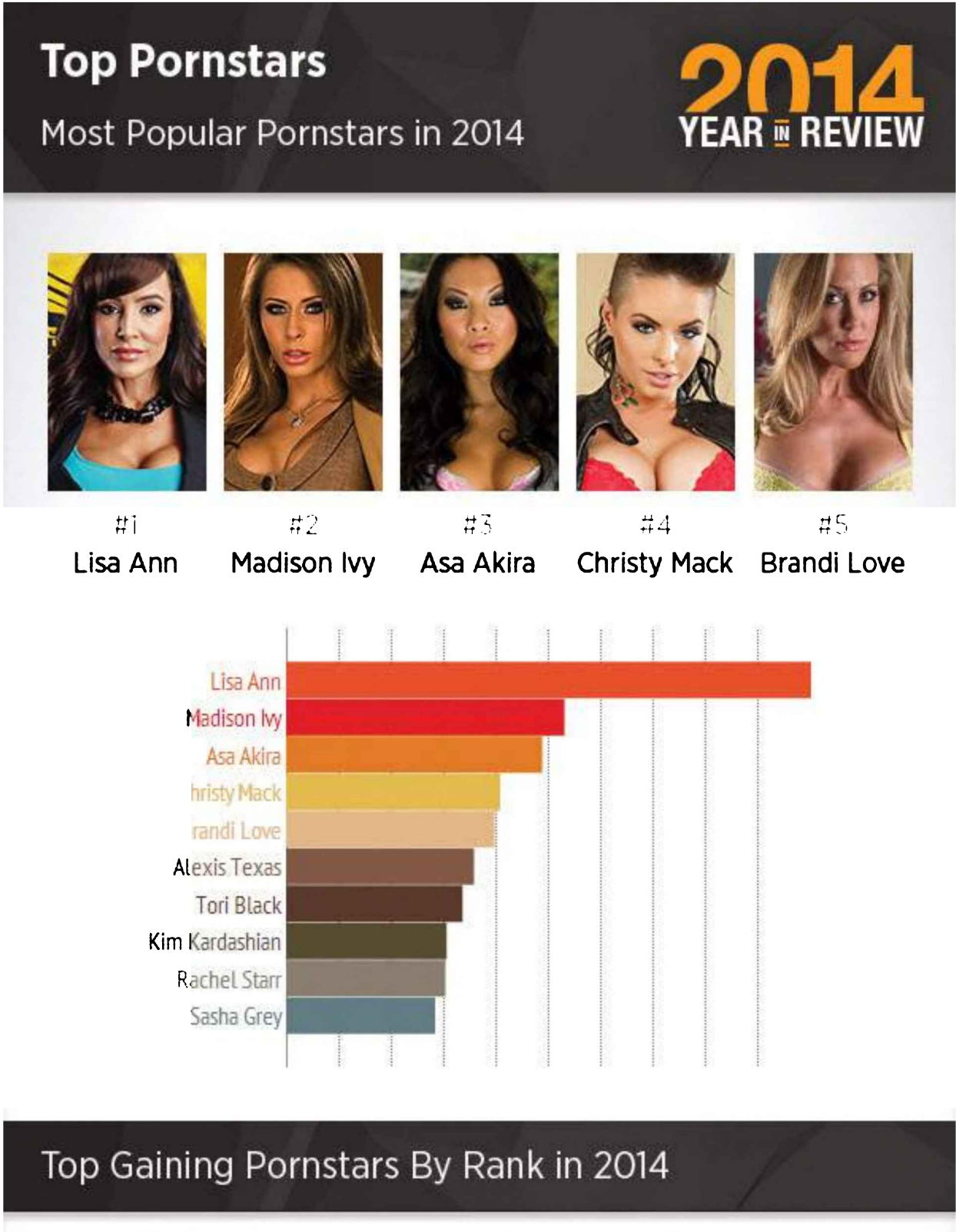



[www.pornhub.com/insights](http://www.pornhub.com/insights)
**Porn**hub

The biggest proportional gainers note a strong appreciation for added value through bigger portion sizes, with ‘big tits’ and ‘bbw’ increasing in popularity by 410% and 235%. Bigger is better! 2014 was also a huge year for twerking and butts in general, which may explain ‘big booty’ coming in as the biggest gainer by far, with a colossal 486% increase in popularity.

## THE BABES THAT REALLY BROKE THE INTERNET

And now on to the main attraction: pornstars. These supernatural women of unworldly proportions are a huge part of what keep so many people flocking to Pornhub day after day, so let’s take a closer look at which ones got you the hottest in 2014. Tack one more glorious year onto the reign of her majesty Lisa Ann, (NSFW) the unconquered queen of porn and this year’s number one ranked porn star on the best adult site in the world. Despite the fact that ‘MILF’ as a search term lost a few popularity points this year, this goddess of mom porn is still killing it, alongside stoner babe Madison Ivy (NSFW) in at 2nd position and anal queen Asa Akira (NSFW) in 3rd. Alt angel Christy Mack (NSFW) sizzles in 4th place and adult industry champion Brandi Love (NSFW) closes out our top 5 for the year with some more MILFy goodness. Sizzling newcomer Mia Khalifa (NSFW) has recently claimed the number 1 spot from Queen Lisa Ann – let’s see if she can hold on to her throne through 2015.



Top Gaining Pornstars By Rank in 2014

Belle Knox

August Ames

Janice Griffith

Althaus

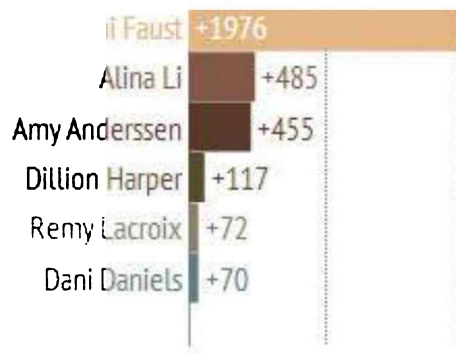
+4408

+3019

+2962

+2811




[www.pornhub.com/insights](http://www.pornhub.com/insights)
**Pornhub**

2014 was also a huge year for our dear Pornhub Intern (NSFW) and famed Duke freshman Belle Knox. This barely legal babe was the biggest gaining porn star this past year, with a hugely impressive 4408 rank gain in popularity. A+ Belle! Brunette babe August Ames got shown some serious love this year too, with a 3019 position increase in searches, as did reality vixen Mimi Faust, up 1976 slots.

## Most Viewed Videos

Most Popular Porn Videos in 2014

**2014**  
 YEAR IN REVIEW

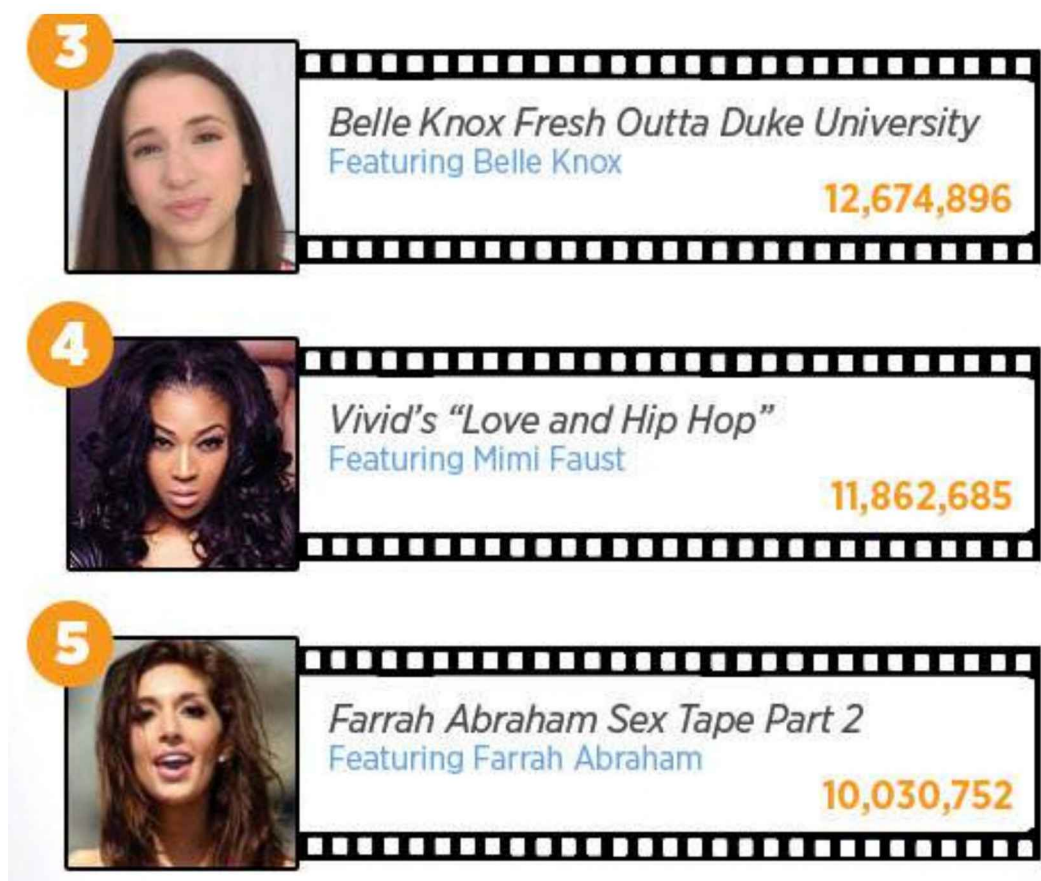
**1**


*Nubile Film's "Fucking Hot"*  
 Featuring Holly Michaels

**16,382,247**
**2**


*Miss Teen Colorado In First Porn Ever*  
 Featuring Kristy Althaus

**13,733,915**

[www.pornhub.com/insights](http://www.pornhub.com/insights)**Porn**hub

The top 5 most viewed 2014 uploads are also very much in the reality TV vein, with your girls Mimi Faust and Farrah Abraham's oeuvres Love and Hip Hop (NSFW) and Farrah Abraham Sex Tape Part 2 (NSFW) closing things out in 4th and 5th, and reality newcomer Belle Knox holding it down in number 3 with Belle Knox Fresh Outta Duke University (NSFW) . Holly Michaels (NSFW) stuns in your number one viewed vid, the ever classic Fucking Hot (NSFW) by Nubile Films and Kristy Althaus is your runner up in Miss Teen Colorado In First Porn Ever (NSFW) in at number 2.

## WHEN DOES EVERYONE WATCH THE MOST PORN?

Of our top 20 countries, dreary November proved to be the most popular month of the year for site activity, which marks a departure from both 2012

and 2013, where January saw the most traffic. Overall, late fall into early winter is the time of year that sees the most traffic by far, with the exception of Spain where they are busiest on Pornhub in September. Nothing cures the winter blues like Pornhub!



<b>MONTH</b>			<b>DAY</b>	
Most	Least		Most	Least
December	March	<b>United States</b>	Monday	Friday
November	March	<b>United Kingdom</b>	Sunday	Friday
November	February	<b>Canada</b>	Monday	Friday
December	January	<b>India</b>	Saturday	Wednesday
November	June	<b>Germany</b>	Sunday	Saturday
November	February	<b>France</b>	Monday	Saturday
November	March	<b>Italy</b>	Tuesday	Sunday
November	February	<b>Australia</b>	Friday	Saturday
December	June	<b>Brazil</b>	Tuesday	Saturday
December	April	<b>Mexico</b>	Sunday	Friday
September	June	<b>Spain</b>	Monday	Saturday
January	August	<b>Russia</b>	Tuesday	Friday
September	February	<b>Netherlands</b>	Sunday	Friday
November	April	<b>Poland</b>	Monday	Saturday
November	March	<b>Japan</b>	Saturday	Wednesday
November	February	<b>Sweden</b>	Sunday	Saturday

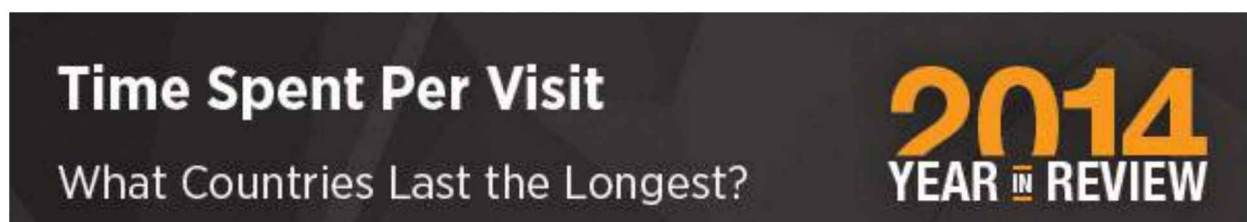
December	January	<b>Argentina</b>	Monday	Saturday
November	July	<b>Egypt</b>	Thursday	Wednesday
December	January	<b>Philippines</b>	Monday	Tuesday
December	March	<b>Romania</b>	Thursday	Wednesday



The same remedy apparently applies to cases of the Mondays, as this is overall the most popular day for site traffic, which remains the same as last year. Interestingly, the time of year which sees the most significant dip in traffic comes right after the peak, in the early spring. March, as opposed to last year's August, is the slowest month for Pornhub around the world on average, followed by February. Spain breaks the mold once again alongside Germany and Brazil where they prefer to slow down a little more in the summer month of June.

## INTERNATIONAL LASTING POWER

Pornhub users around the world know how to make the good times last. The Philippines really stood out, where the average visit duration spans a leisurely 12 minutes and 40 seconds. As we previously reported, according to data from wearesocial.sg, the Philippines outranked all other Asian-Pacific countries for time spent on the Internet each day (6+ hours) and clearly, a good amount of that time is being spent on Pornhub. Efficiency is the name of the game in Egypt, where visits last a mere 6:48 on average, but comparatively extend to well over 9 minutes in the United States, United Kingdom, Canada, France and Australia.







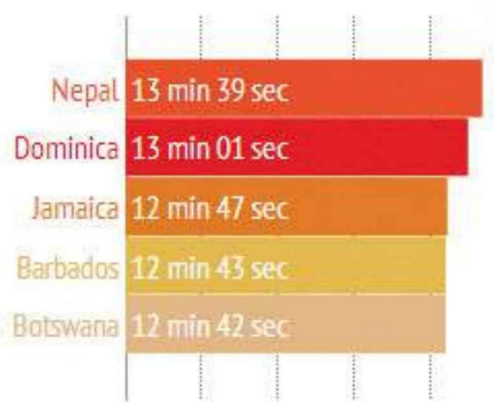
# 9 MIN 16 SEC

*Average Visit Duration  
Worldwide*

## Top 20 Traffic Countries



## Long Duration Countries



## Short Duration Countries



[www.pornhub.com/insights](http://www.pornhub.com/insights)

**Pornhub**

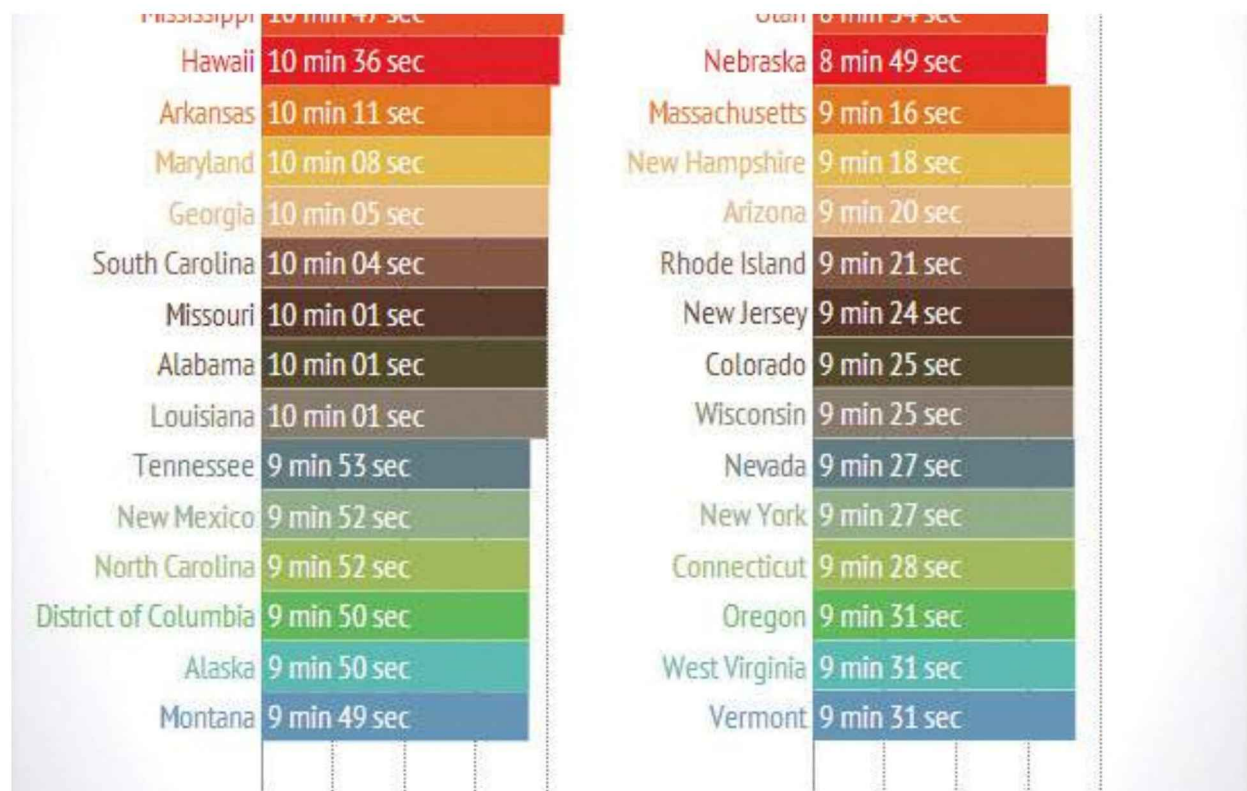
Some honorable mentions have to be made here to a few countries that aren't necessarily in our top 20 but have some impressive endurance skills.

Nepal takes the cake with a lengthy 13 minute and 39 second average visit duration, followed by the Dominica at just over 13 minutes, though Internet speeds may play a part in this. Azerbaijan makes it quick, with visits lasting a mere 6:26 on average, as does Belarus and the Ukraine, where they keep their sessions under the 7 minute mark. In terms of which countries showed significant changes in their visit duration lengths from 2013 to 2014, South Koreans extended their stays by an impressive 140 seconds compared to last year's numbers, as they did in Turkey and Thailand, with 64 and 30 second average visit extensions each.

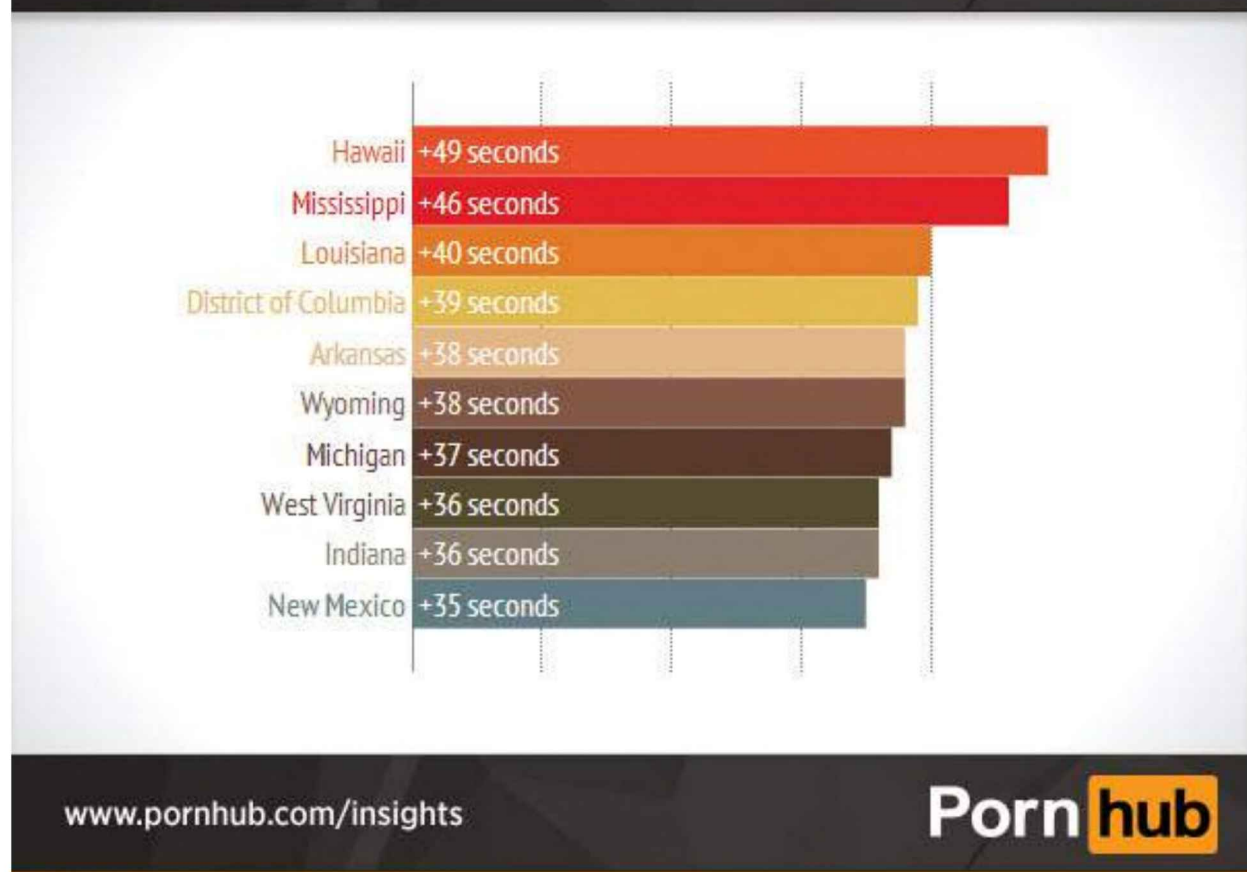
## LASTING POWER IN AMERICA

When we examine how long Americans last on a state by state level, it's immediately clear that Mississippi works hard and plays hard. According to the most recent American Time Use Survey (ATUS) compiled by the American Bureau of Labor Statistics, Mississippi boasts some of the highest averages for both daily sleep hours and time spent working in a day. Incidentally, they also hold the current American record for longest average visit time on Pornhub, with an impressive 10 minutes and 47 seconds. They're hanging loose in Hawaii with a respectable 10:36 average visit length, alongside Arkansas at 10:11. Overall, these lengthier visits occur within the southeastern states, with the exception of Hawaii.





## States with Duration Increases



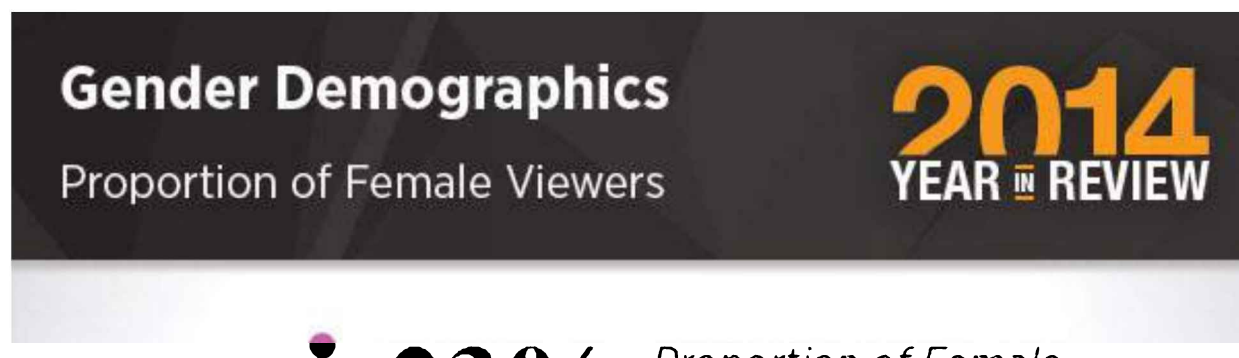


Now for a look at which states stick around a little less longer to git er' done. Topping that list is Utah, with the shortest average visit length in the country at 8:54, which may be explained by the fact that they tend to spend a little more time grooming and praying than they do elsewhere in America, again according to the ATUS. What accounts for the relatively low 8:59 average visit length in Nebraska? Might be the fact that they land on the higher end of the spectrum in terms of how long they spend on housework in a week.

## A QUESTION OF GENDER AND SEX

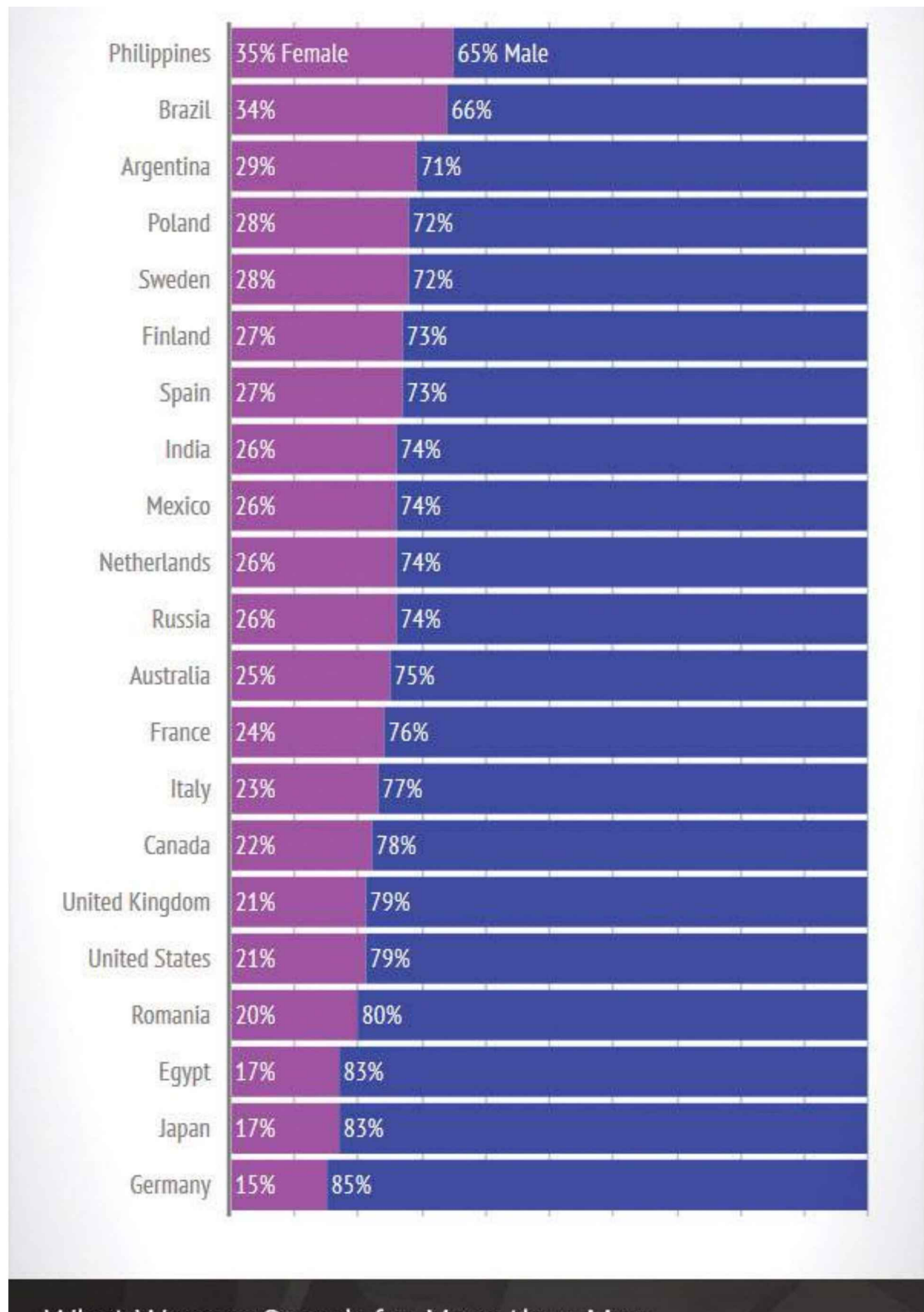
Our gender demographics collaborative with BuzzFeed was one of our favorite and arguably most interesting posts of the year. In [What Women Want](#) we took a look at how the porn viewing habits of men and women differ, according to our anonymized data, segmented by gender.

We've since collected some new, specified data which breaks down the Pornhub viewership proportions by gender in our top 20 countries. Topping off this list is Brazil, which has an impressive 29% female viewership base, a solid 6% above the 23% world average. Of particular note are the Philippines and [Finland](#), both of which are home to populations featuring over a quarter of female Pornhub viewers. This is interestingly juxtaposed to the most recent [Global Gender Gap Report](#) compiled by the World Economic Forum, which reports Finland in 2nd place and the Philippines in 5th of all countries in the world as having most successfully closed the gender gaps. It looks like these countries are getting closer to sealing the same gap here too as far as porn is concerned!

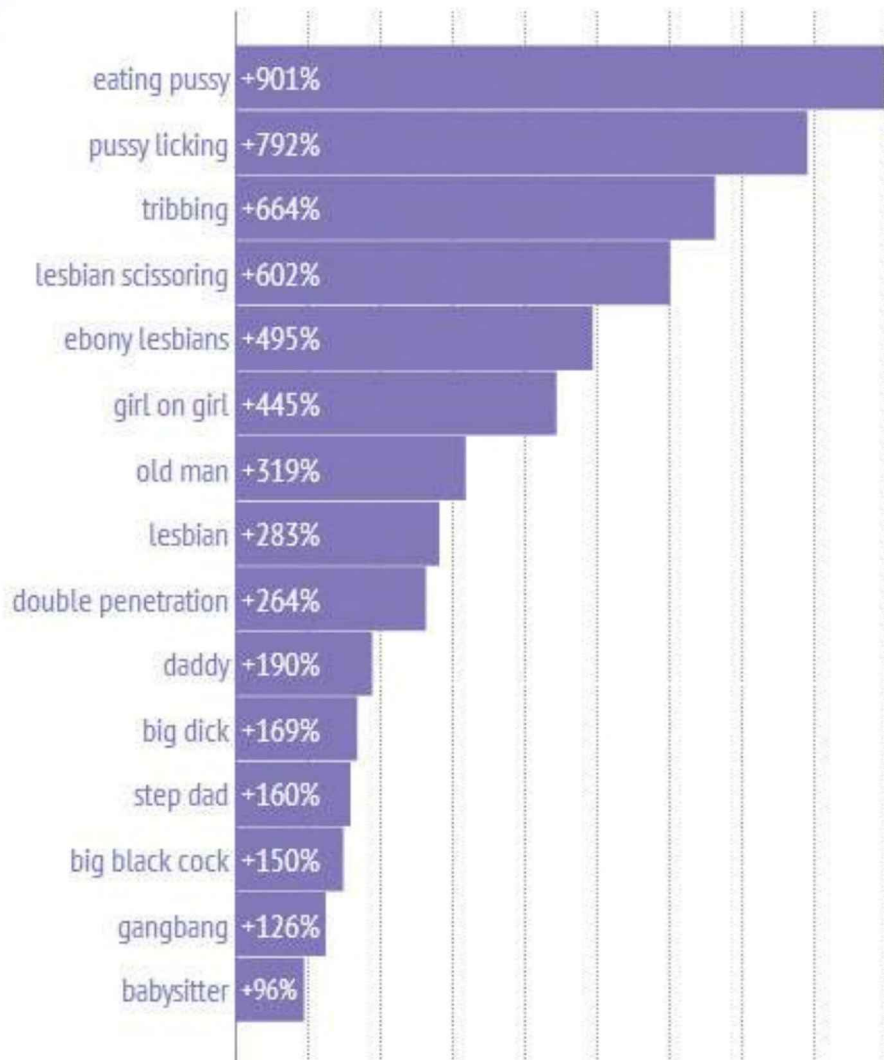




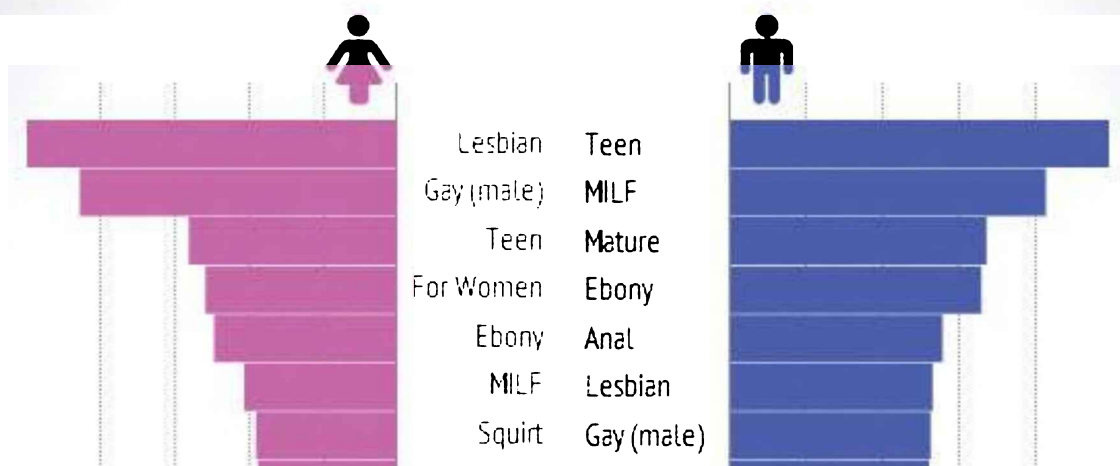
**23%** *Proportion of Female Viewers Worldwide*

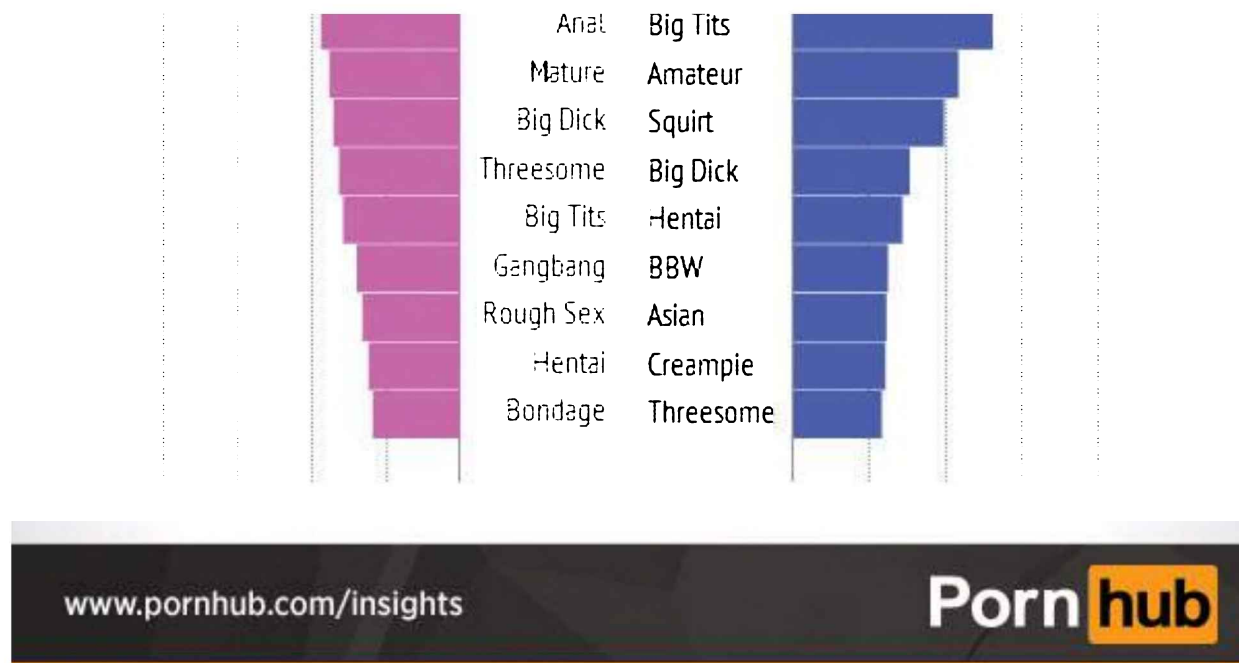


## What women search for more than men



## Top Categories Viewed by Men and Women





When we looked at the terms that women are more likely to search for than men, the results were simply Sapphic. For instance, ‘eating pussy’ is over 900% more likely to be searched by a woman than a man, as are terms like ‘pussy licking,’ ‘tribbing,’ ‘lesbian scissoring’ and ‘ebony lesbians’ which on average are over 600% more likely to be searched for by ladies. We also learned that women were more likely to search for reality-TV stars who also moonlight as adult industry stars, such as Kim Kardashian, who is the most searched for porn star by women in the world, followed closely by Mimi Faust (nsfw) and Farrah Abraham (nsfw) who both show up in the top 5. As we also reported, women are much more into same sex and group-themed porn, as made apparent in their preferring the Lesbian, Gay (Male), Threesome and Gangbang categories more so than their male counterparts.

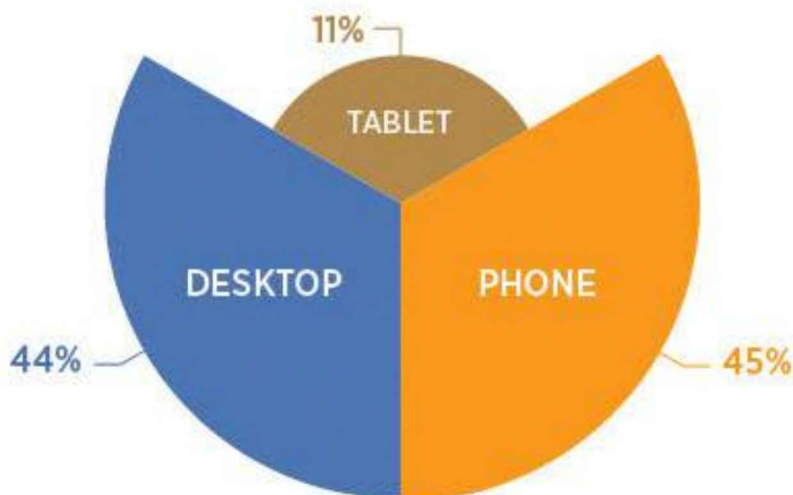
## VICES AND DEVICES

2014 was the year that the globe decided to take their porn to go. In April of 2014, Pornhub announced that the 5 video viewing limit on mobile was to be permanently lifted, much to the world’s delight. Overall, 2014 saw a 12% increase in mobile usage on Pornhub from 2013. Let’s take a look at which of our 20 countries contributed to this gain most significantly.

# Traffic by Device

Desktop, Phone & Tablet

**2014**  
YEAR IN REVIEW



Worldwide

Change in Traffic  
Share 2013-2014



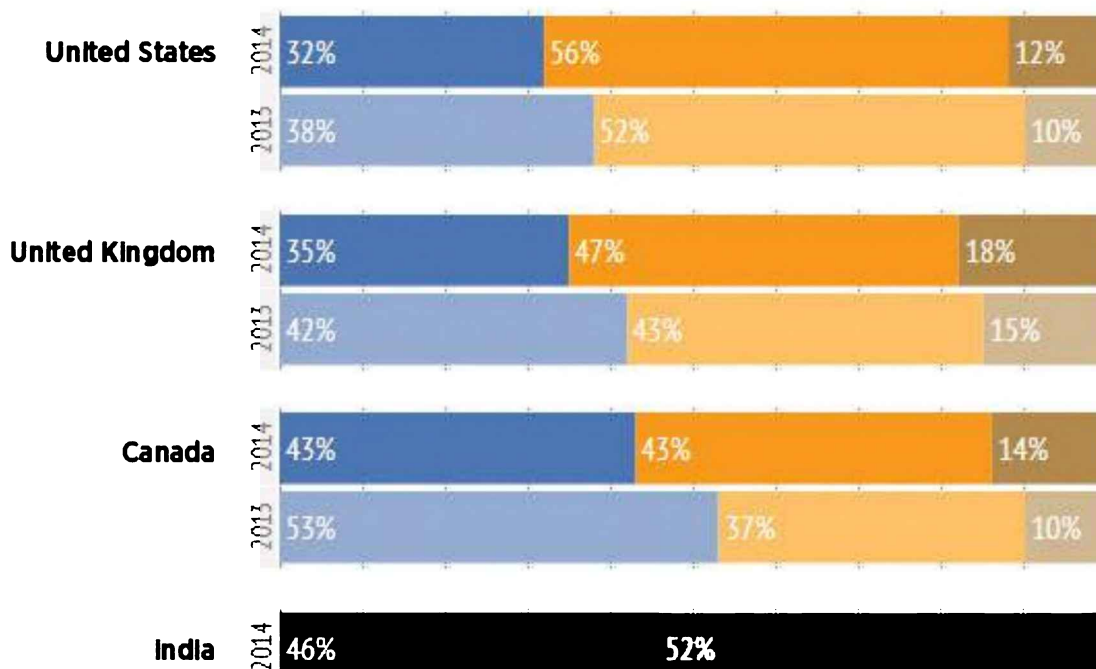
-13%



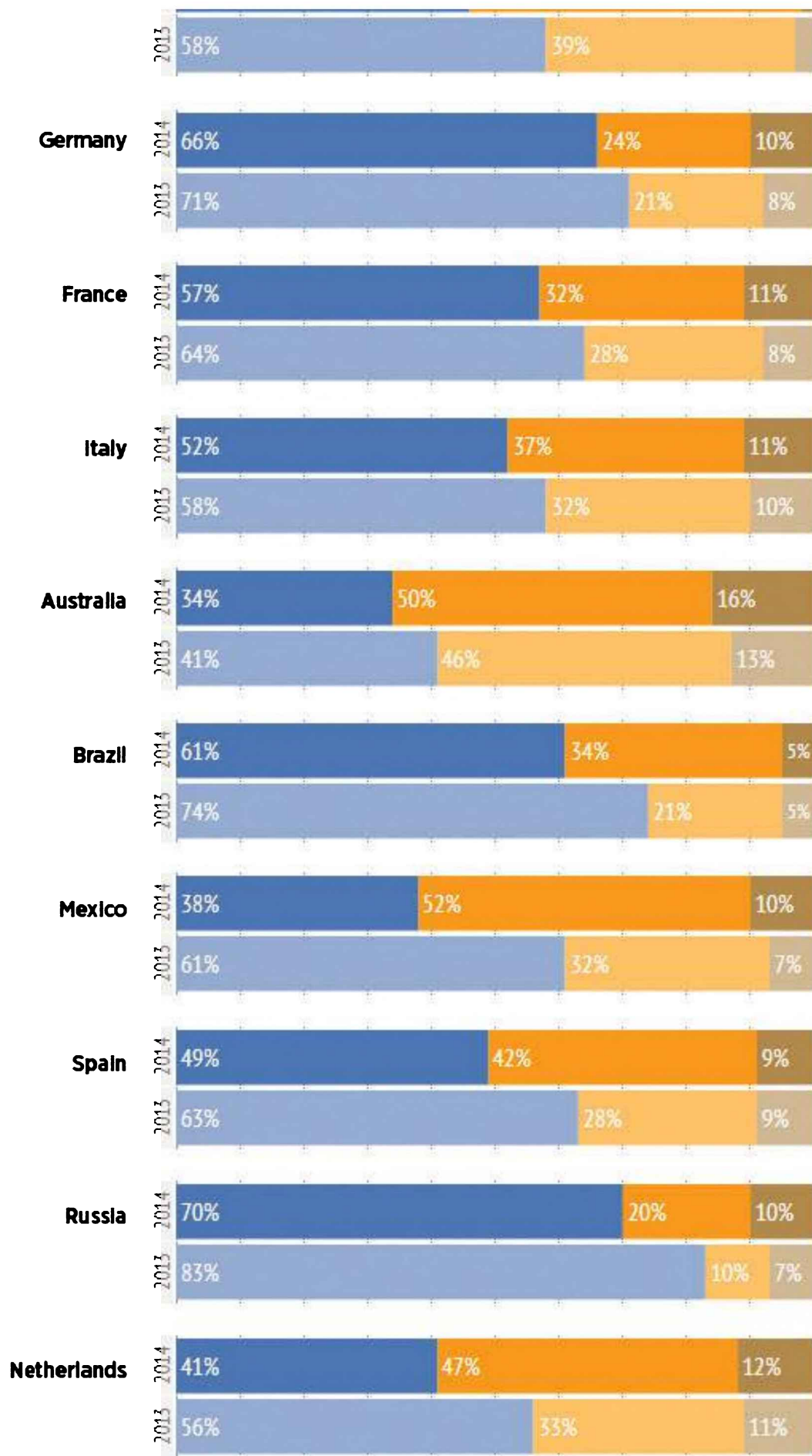
+12%

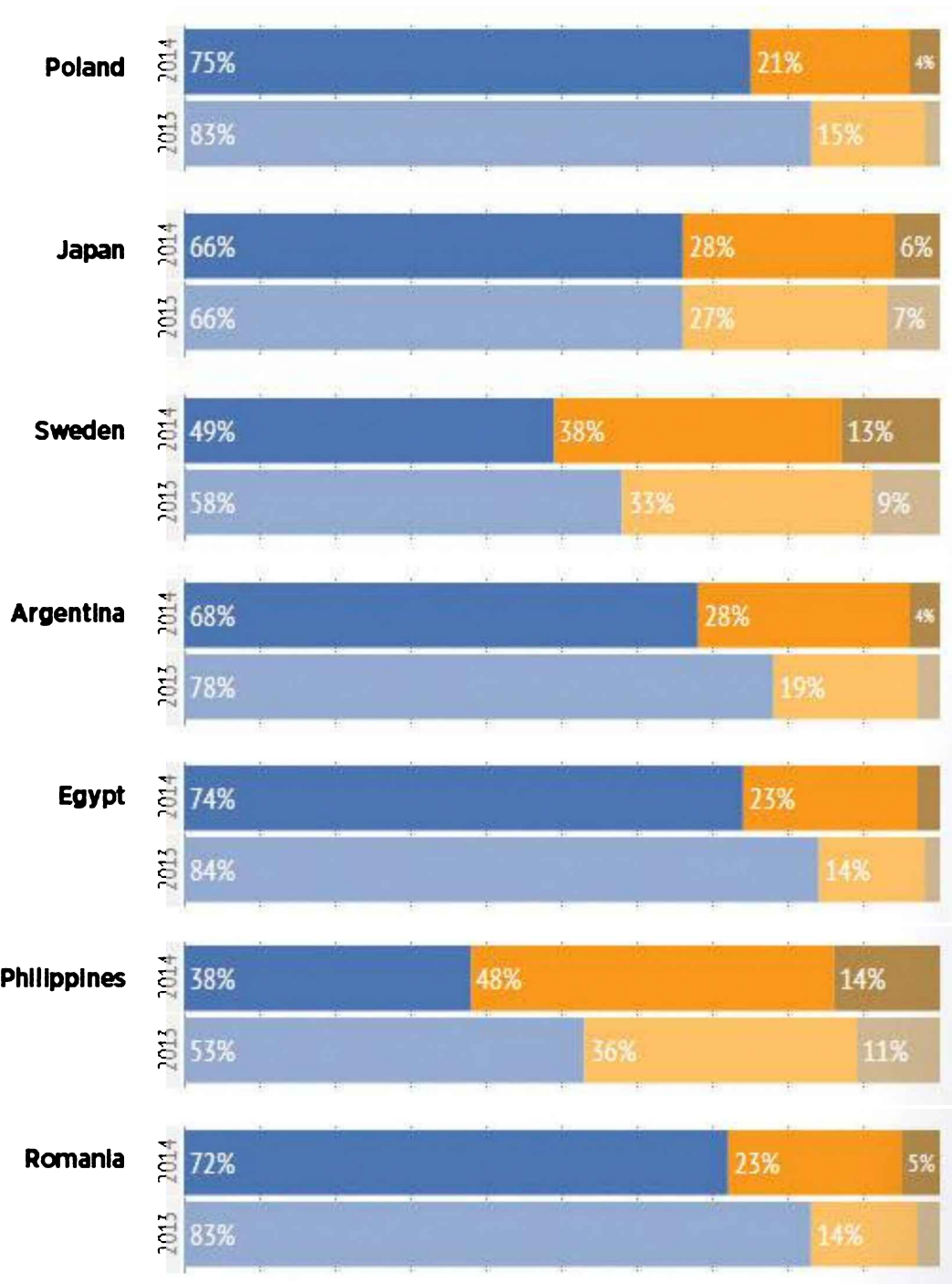


+20%





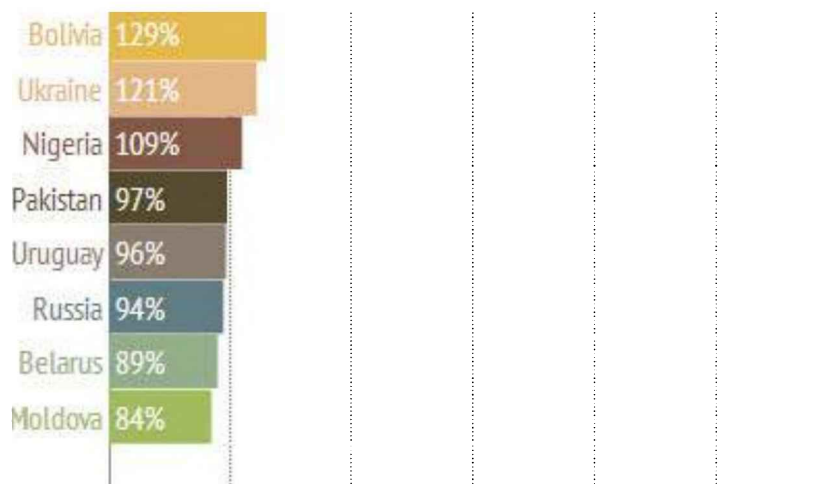




### Countries with Increases in Mobile Traffic Share







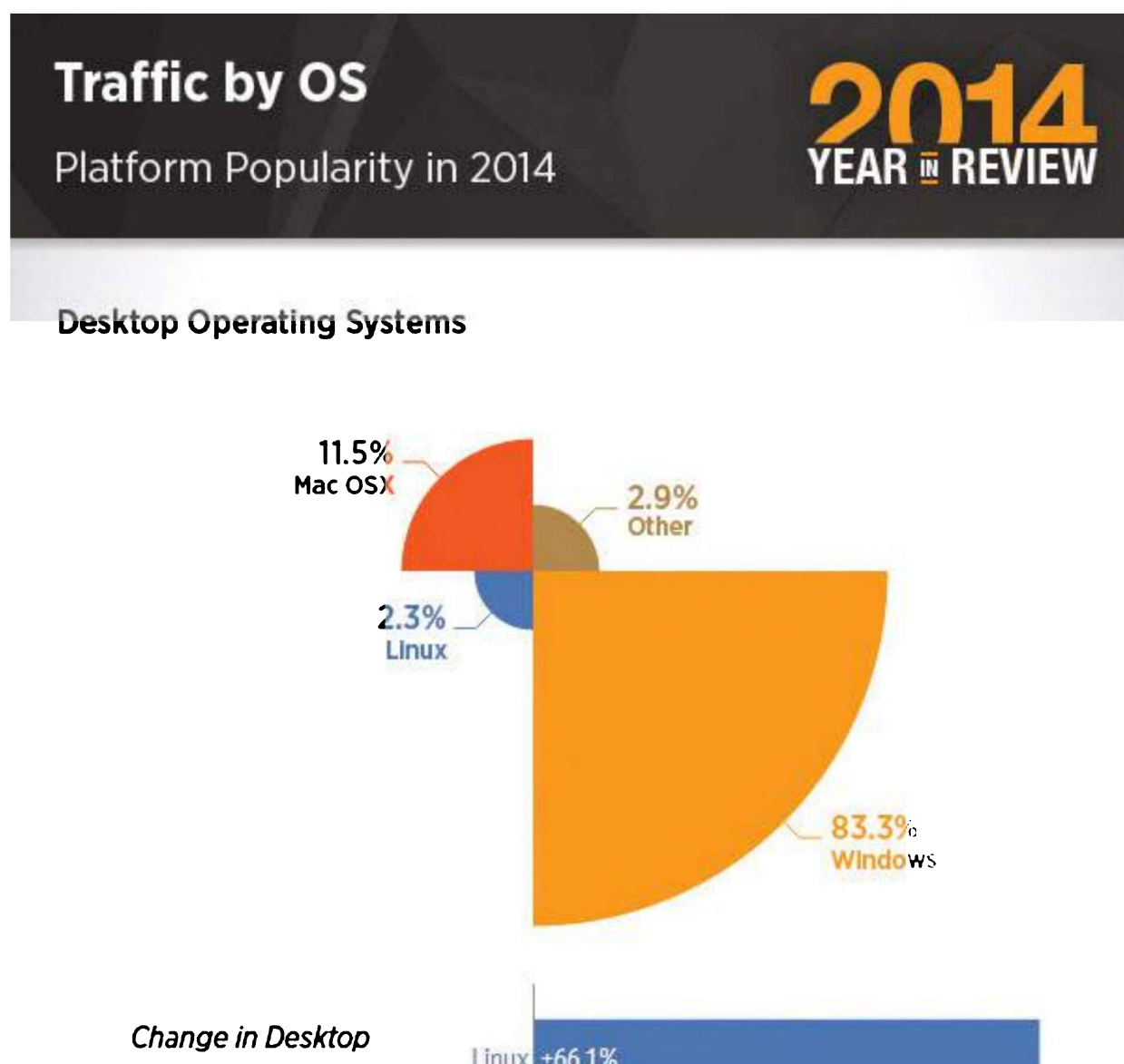
Among our top 20, the largest increases in traffic shares for mobile devices took place in Mexico and the Netherlands, with 20% and 14% increases. The world was down a significant 13% in desktop use when surfing Pornhub, most significantly again in Mexico and the Netherlands at 23% and 15% respectively, with special mentions going out to the Philippines and Spain, 15% and 14% decreases in desktop use mark the move to enjoying porn on mobile-type devices more and more. Japan and Italy are keeping it traditional, showing the least amount of change in the platforms that they are using to peruse Pornhub.

There are also some interesting figures to note that fall outside of our top 20 for the switches they're making in their device selections. For instance, tablet use is up 138% in Malaysia and 128% in Colombia, while smartphone traffic share is up a notable 635% in Turkey and 142% in Estonia.

## OPERATING SYSTEM OVERHAUL

Windows remains the most popular operating system among Pornhub users in 2014, accounting for an impressive 83% overall on desktop. However, this is still 3% down from last year, meaning that some Pornhub users are making the switch over to OS's like Macintosh (up .8% and

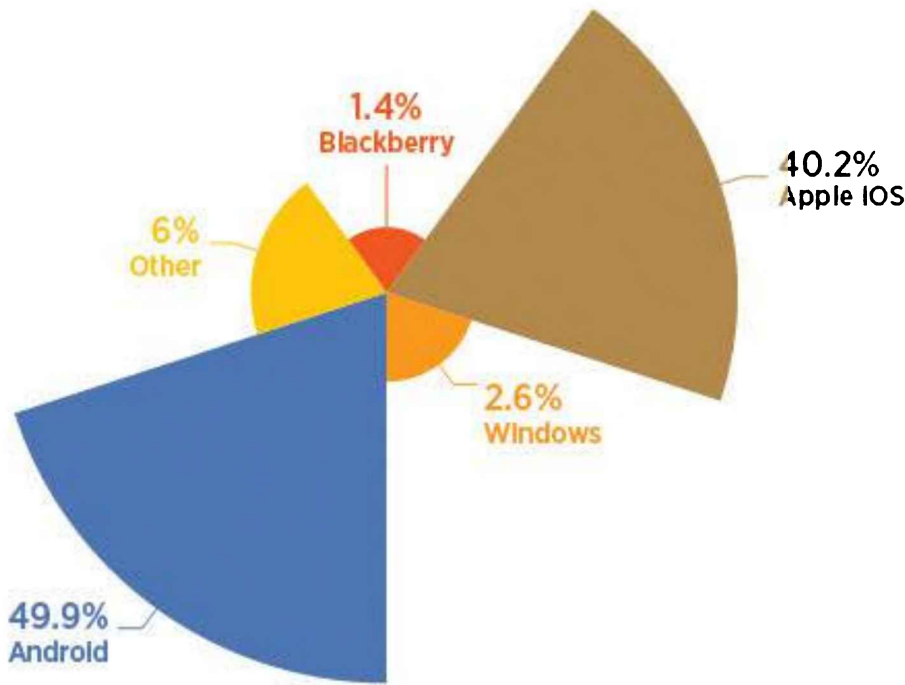
accounting for 11.5% of overall desktop users) and Linux (up .9% and accounting for 2.3% of overall desktop users). We touched on these figures in our Gizmodo collaborative back in September 2014, [Porn's Operating System Battle](#) as well as the specific searches and visit durations particular to users on each type of operating system. Another look at this data reminds us that Windows users have a definite mama fetish, as made evident by MILF porn star Lisa Ann leading as the most searched for on this particular OS, followed by search term 'mom'. They are, however, quite a bit quicker than MacOS users at getting the job done as Windows users spend a mere 8 minutes and 39 seconds with 7.41 pages viewed per visit on average, whereas MacOS users are taking their time with visits generally lasting in the 9 minute and 31 second camp, with 8.85 pages viewed.



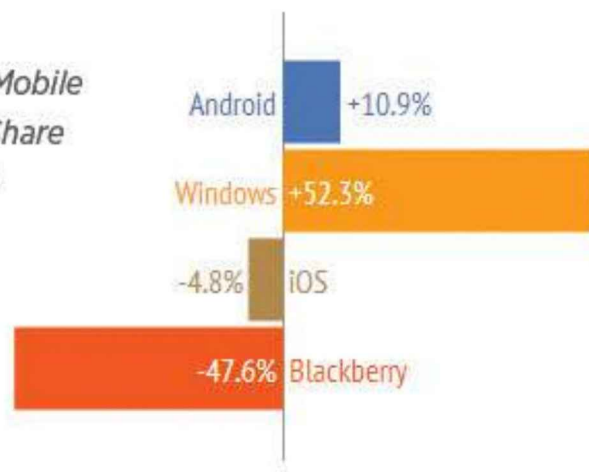
OS Traffic Share  
2013 to 2014



Mobile Operating Systems



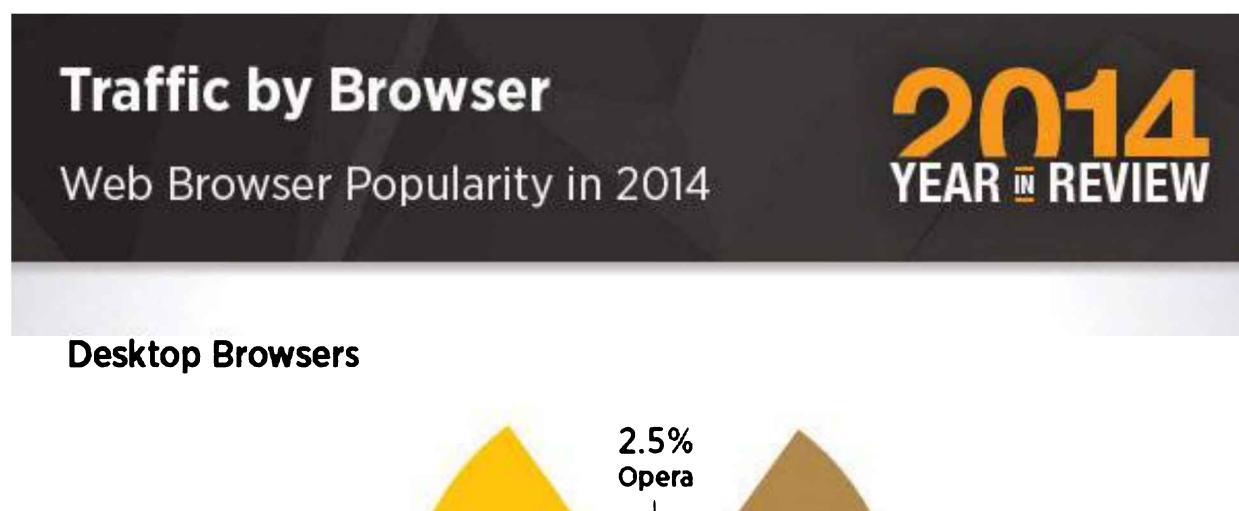
Change in Mobile  
OS Traffic Share  
2013 to 2014

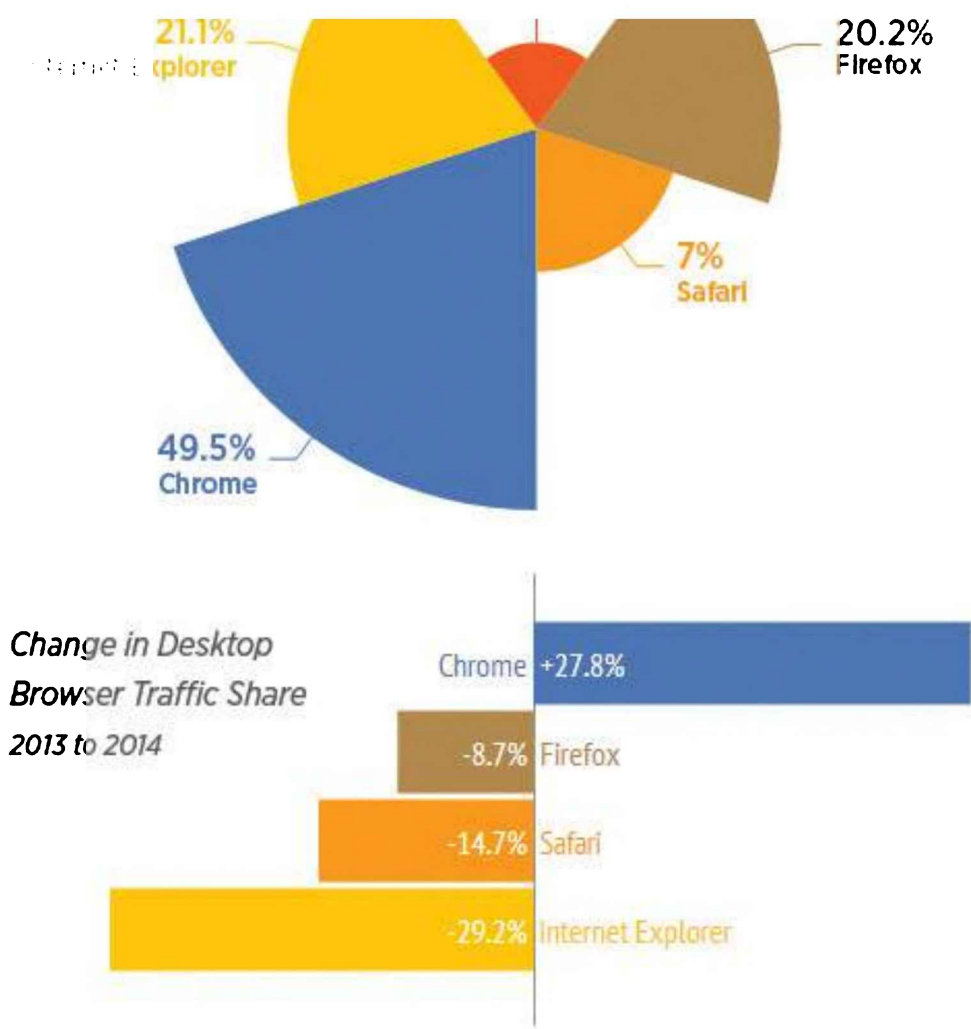


On the mobile side of things, Android users rule, accounting for 49.9% of users, representing a 10.9% traffic share increase. Windows Phone use is the only other traffic share gainer in 2014, up 52.3% from last year, with iOS and Blackberry mobile operating systems down 4.8% and 47.6% respectively. Apple's iOS still represents a significant 40.2% of overall Pornhub mobile viewers, and they too have some rather interesting search action going on. For instance, they are more into 'lesbian' type porn than their Android counterparts, but are a little less turned on by 'cartoon' type porn, which is more popular among Android users.

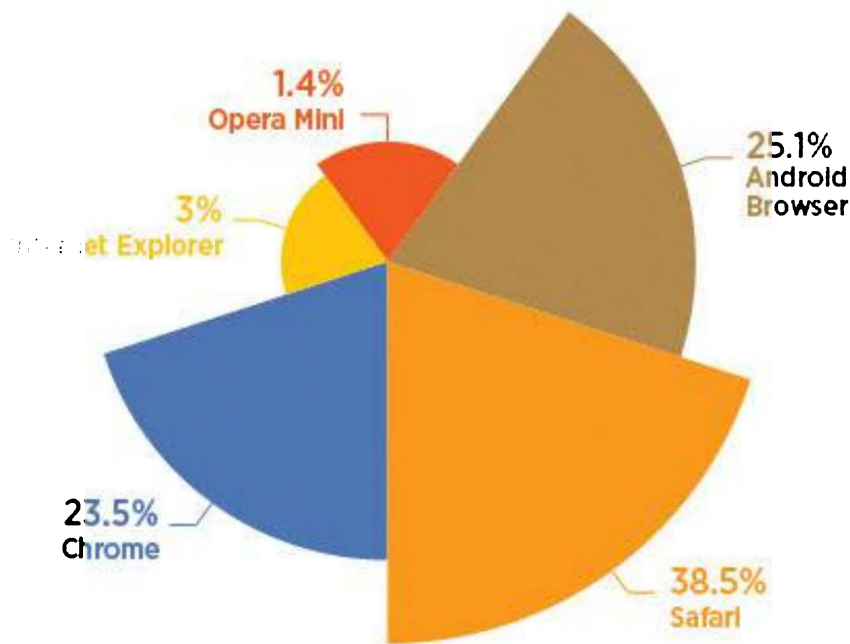
## BATTLE OF THE BROWSERS

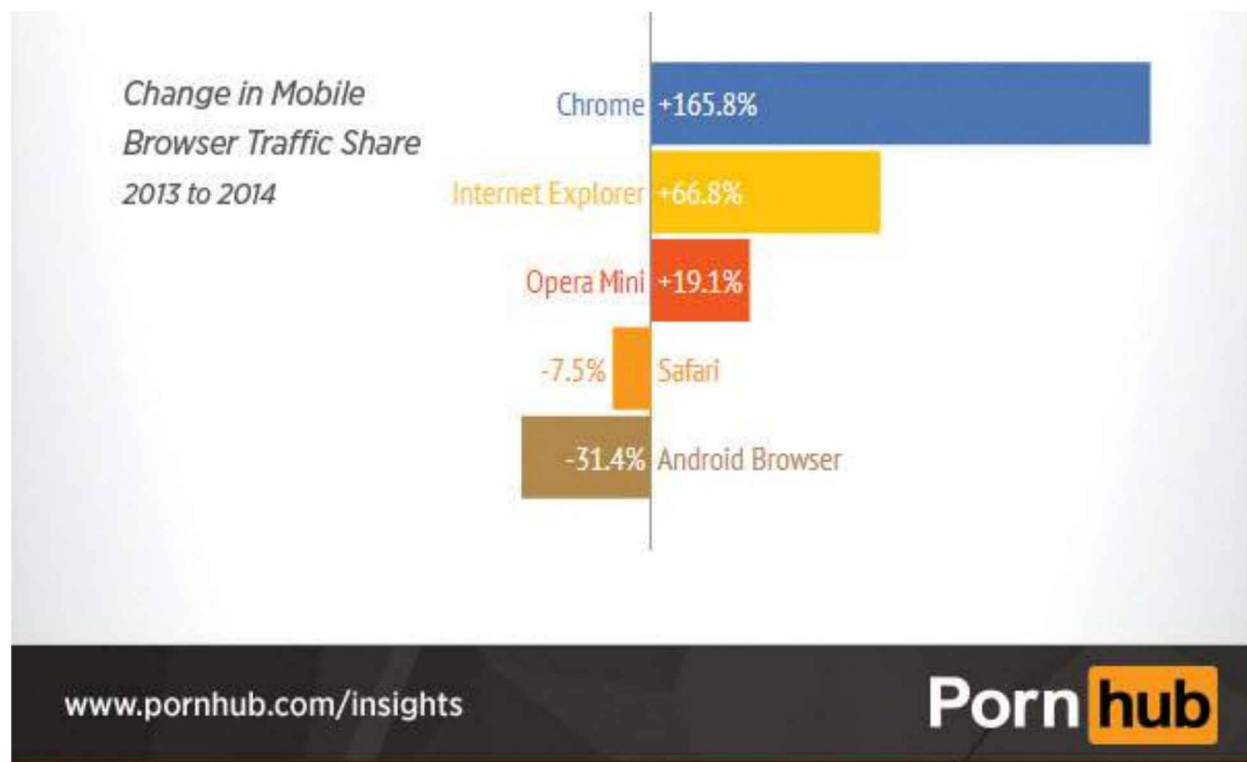
We teamed up with Gizmodo again back in May to breakdown browser use and affiliated user behavior in our [Pornhub Battle of the Browser's](#) post. We're back with the most up to date browser-related data, so let's take a look! Among desktop users, Chrome takes the cake with a remarkable 49.5% of the traffic share, up 10% from last year, with Internet Explorer still holding it down in 2nd place with 21.1%. Though IE took an 8.7% hit over the course of the year, a mere 15% of desktop users overall make use of IE for their day to day browsing, according to the most recent figures from the [W3 Counter](#). This discrepancy might hint to the fact that a good number of people use this less popular browser for porn viewing only, diminishing the risk of another user on the computer seeing this type of activity in a more widely used browser like Chrome or Firefox.





Mobile Browsers





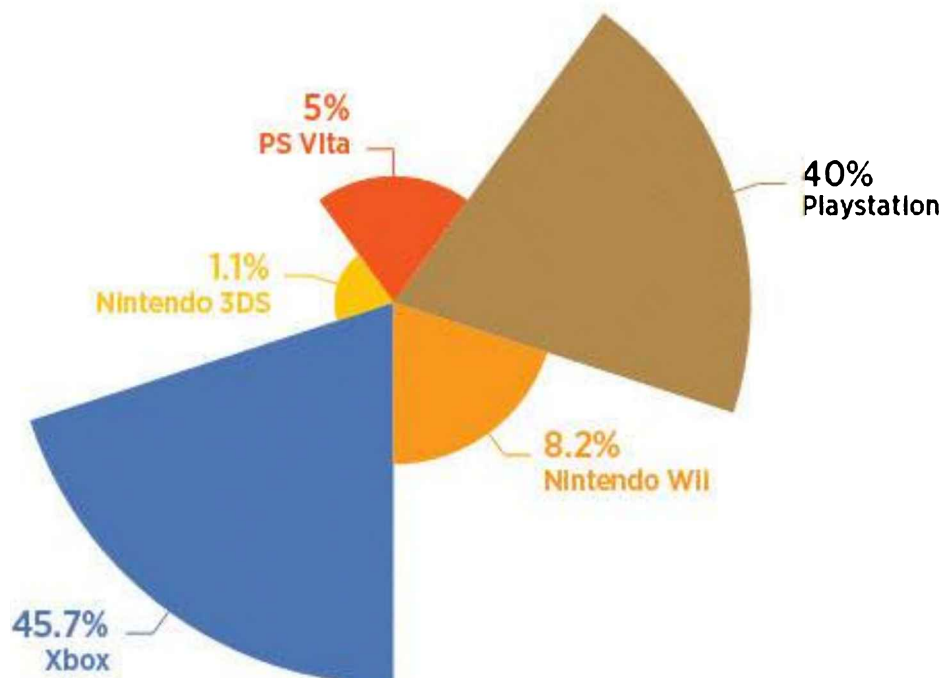
Over on to mobile browsers now. Safari takes the lion's share here, accounting for 38.5% of total users, though this is down 3.1% from last year. The biggest gainer is Chrome, which increased its traffic shares by 165.8% and now accounts for 23.5% of browser users on mobile devices. Though Internet Explorer users only account for 3% of mobile users, they sure have some impressive lasting power, with an average of almost 9 minutes in average visit duration length and 10.1 pages viewed per session, both the longest among any of the other browsers.



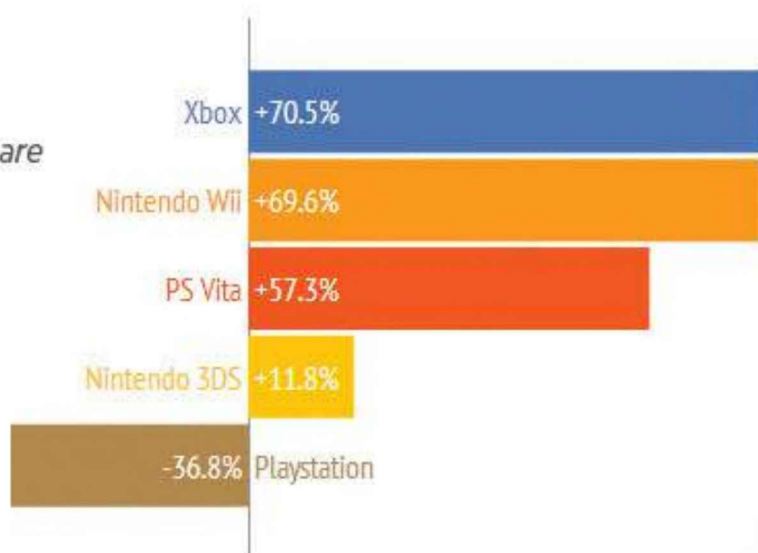
# Game Console

## Game Console Traffic in 2014

**2014**  
YEAR IN REVIEW



### Change in Game Console Traffic Share 2013 to 2014



[www.pornhub.com/insights](http://www.pornhub.com/insights)

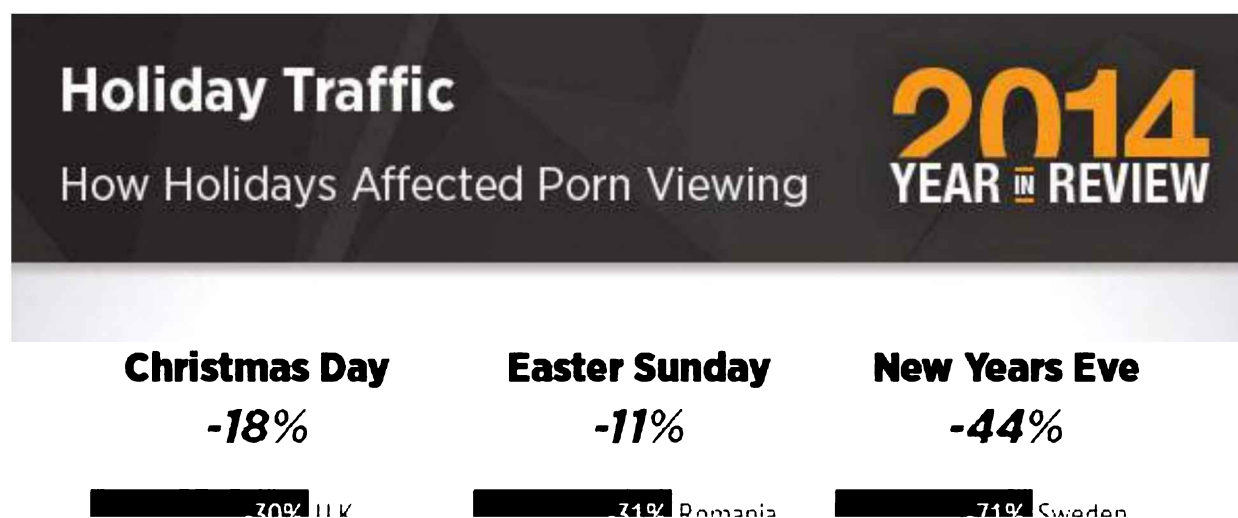
**Porn**hub

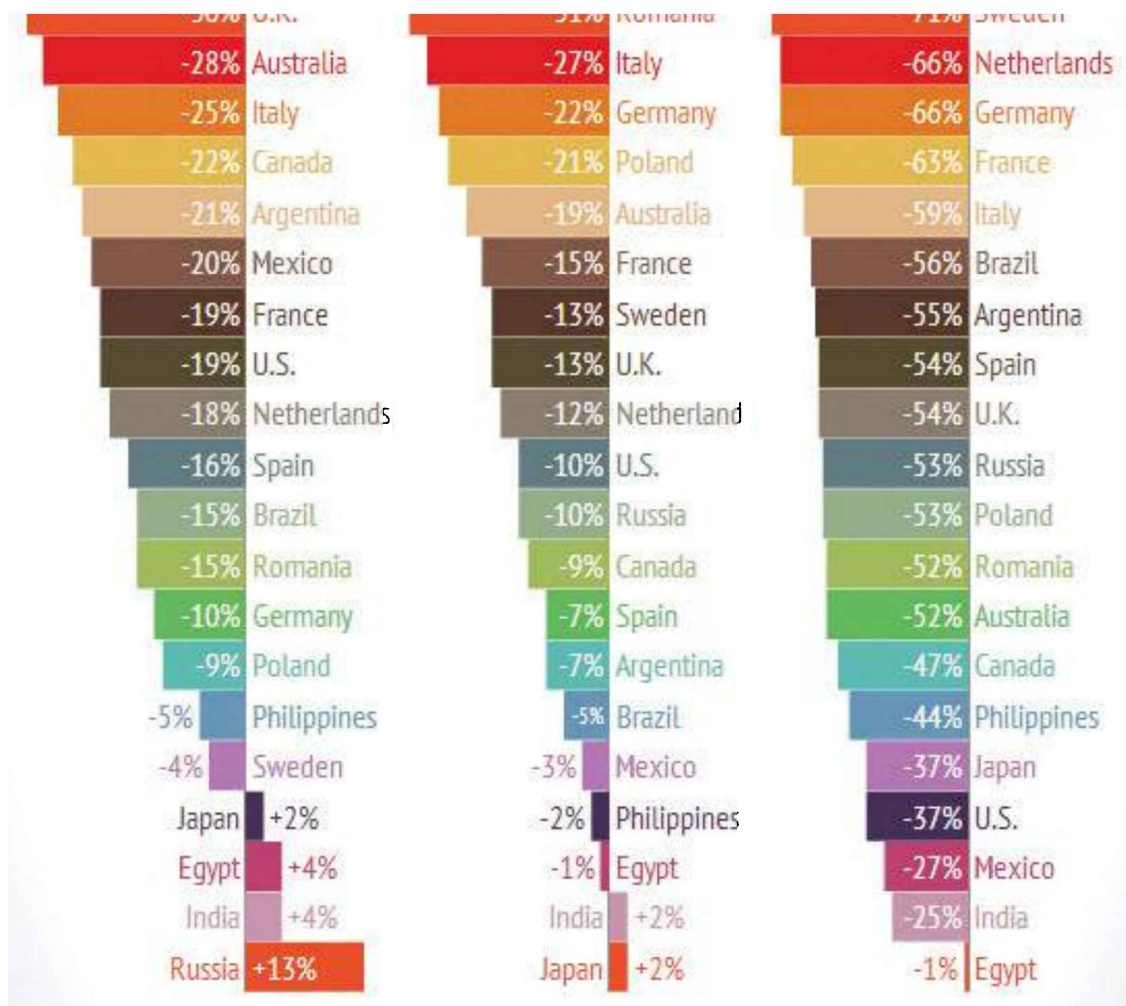


Last but not least we're getting gamers covered in regards to the consoles they use to lvl up on Pornhub. Playstation and Xbox are the undeniable heavy hitters here, claiming 40% and 45.7% of traffic respectively – though Playstation's traffic shares are down 36.8% from last year. Nintendo Wii, on the other hand, saw a 69.9% traffic share increase over the course of the year and now accounts for a respectable 8.2% of all console user traffic. Insert your favorite joke about Wii remotes and spastic hand-jerking motions here.

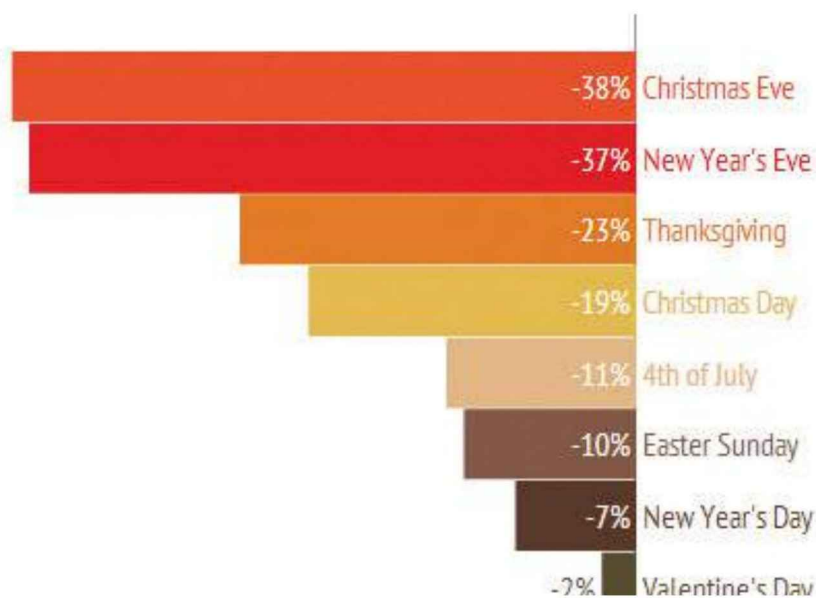
## PORN INTERRUPTED

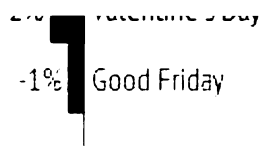
The holidays are a time of year that many take a break from day to day life to celebrate and spend some quality time with loved ones. As such, a little less quality time is being spent on Pornhub during the holiday season, as we can see by the chart below. On Christmas Day, traffic worldwide drops on average by 18% but slows considerably more in the UK and Australia where traffic is down 30% and 28%. Over in Russia, traffic actually increases by a notable 13% on the 25th which may be explained by the fact that Russians traditionally celebrate the Christmas season over a few days, the first of which is the 31st of December where a significant 53% drop in traffic occurs. Though internationally on New Years Eve traffic dropped by an average of 44%, Europe goes extra hard with the biggest drops in traffic occurring within the continent, especially in Sweden and the Netherlands with 71% and 66% drops.



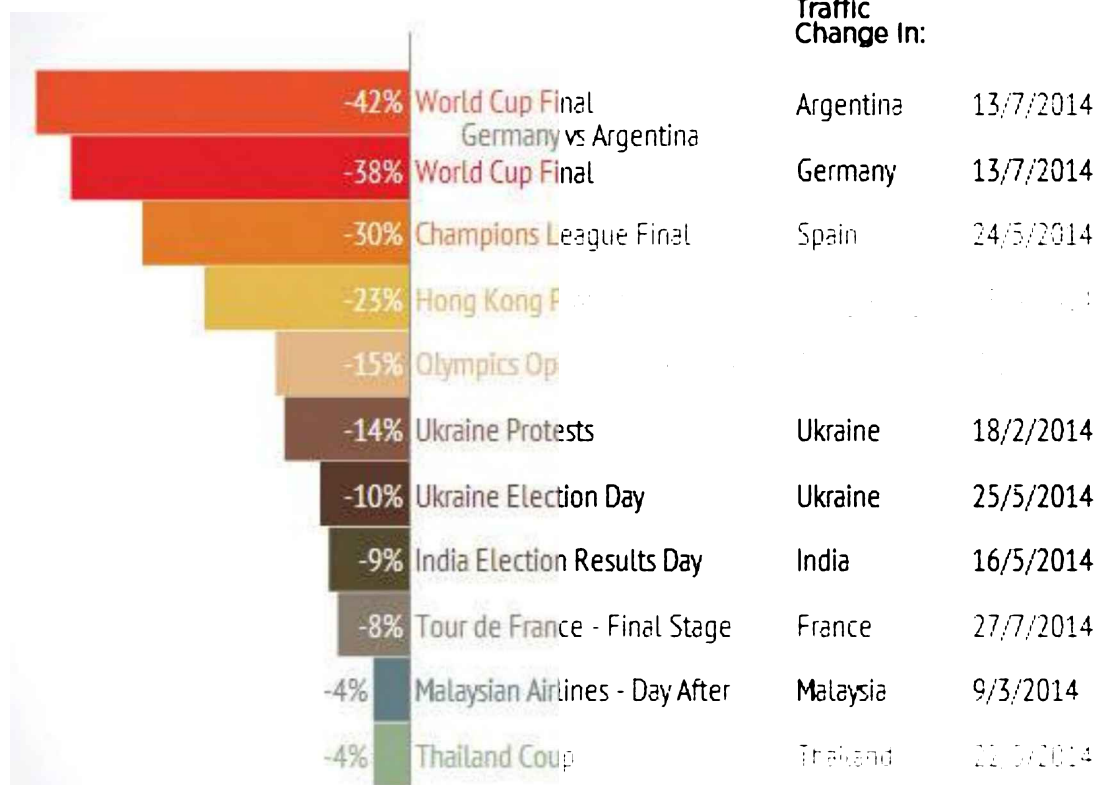
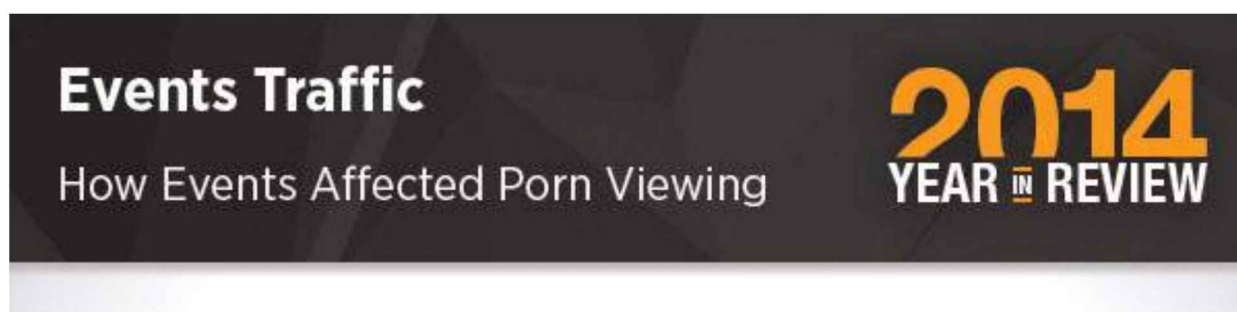


## United States Holiday Traffic





Back in the USA, Christmas Eve is the holiday showing the most significant decrease in traffic with a 38% dip. A solid 20% recovery is made on Christmas Day, where traffic is only down 19% but dips back down to 37% below average when Americans rang in the New Year on the 31st. On the 4th of July, folks were a little busier setting off fireworks in the sky, rather than in the more figurative way as noted by a 11% drop.





Now for a look at how some of the more prominent cultural, political and sporting events shaped Pornhub traffic this year. The most significant drops here are World Cup related, specifically in Argentina and Germany where drops in the 40% range were recorded during the final match. At the height of the Hong Kong Protests on the 29th of September, a day after which action set off in the Causeway Bay and Mong Kok regions, Pornhub took a 23% traffic hit in the name of political justice. Over in the US, some major television events also interrupted your regularly scheduled Pornhub programming, notably the Oscars on March 2nd as well as the Game of



Thrones season finale on June 15, both some of the highest rated TV events of the year.

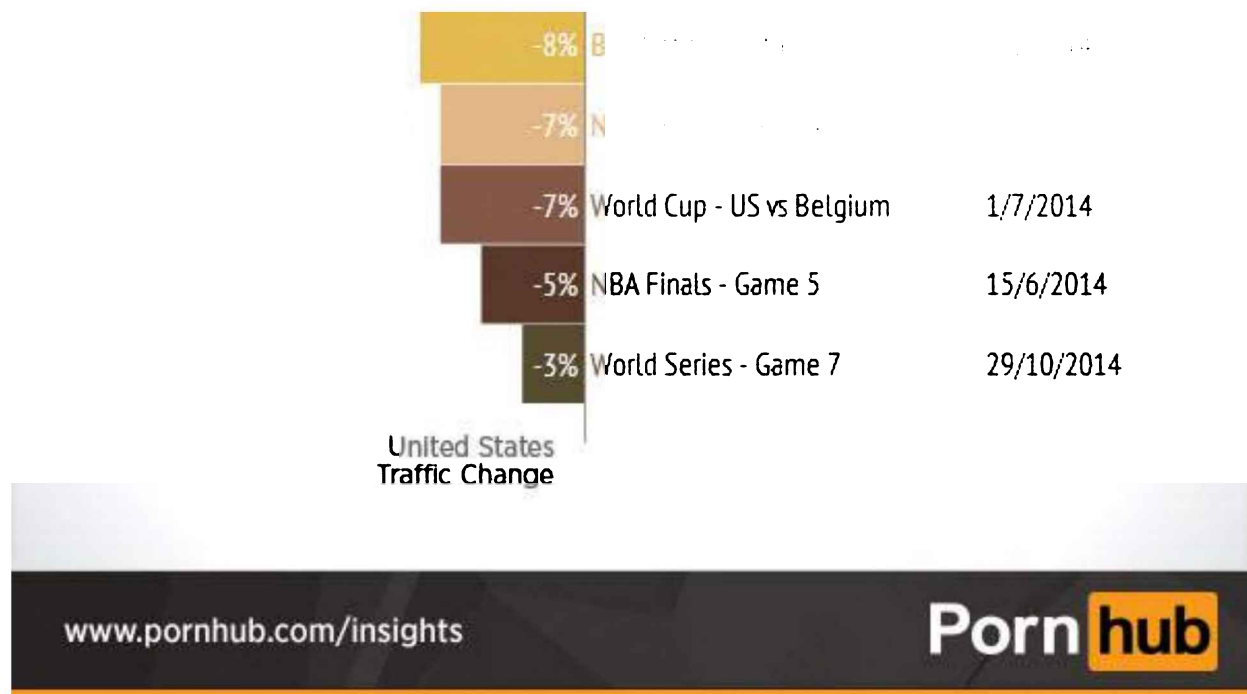
## Sporting Events

### How Sports Events Affected Traffic

# 2014

## YEAR IN REVIEW





Rounding out this segment is the Pornhub sports report. Overall, Superbowl XLVIII which took place on February 2nd of 2014 was the international sporting event that affected Pornhub traffic the most, with a 13% overall dip in traffic. The World Cup Final Match between Germany and Argentina follows close behind, with a 12% drop in visits to the best site in the world. It seems that Pornhub users across the world were the least distracted by women's tennis and a fancy parade with mere 3% dips recorded on the days of the Wimbledon Women's Final and the Olympics Closing Ceremony.

In the US, the Superbowl once again takes the cake as demonstrated with a 22% decrease in regular traffic despite a lopsided Seattle Victory, which is exactly double that of the 11% dips recorded on the US Open Men's Final on August 8th and the Indianapolis 500 on May 5th. They say that baseball is the all American sport but Pornhub stats beg to differ as US traffic was only down 3% on average the day of the World Series Game 7 on October 29th.

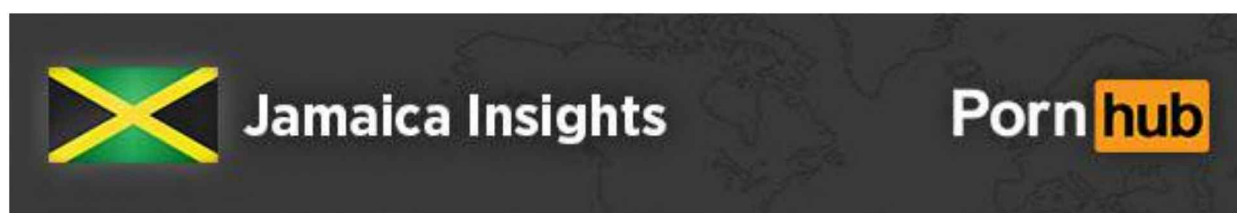
## THAT'S A WRAP!

Thanks for tuning in! 2014 gave us the chance to bring a little porn to some

of the most prominent world, cultural, sporting and political events and we're all very excited to see what 2015 has in store. As always, keep it locked to Pornhub Insights for the latest and greatest porn stats and have a very happy new year!

## THIS JUST IN: UPDATES!

Just when you thought that we had gone and blown our entire porn stats load, the Pornhub statisticians have got a few fresh and quick facts on some of our favorite Pornhub viewing countries.



### Saturday

Most Popular Day



### Friday

Least Popular Day



## 12 mins 47 secs

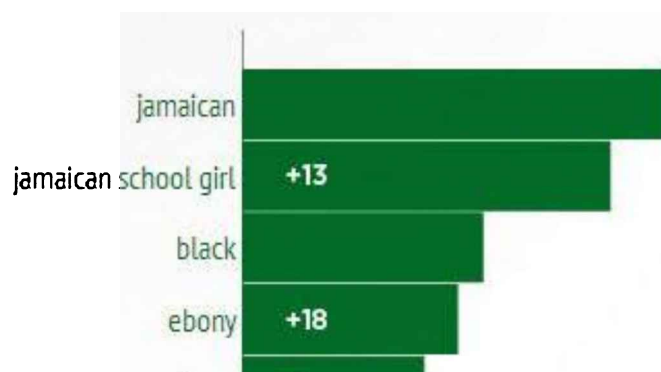
Average Time Spent Per Visit



## 30%

 Proportion of Female Viewers

## Most Popular Searches of 2014



Favorite  
Pornstar

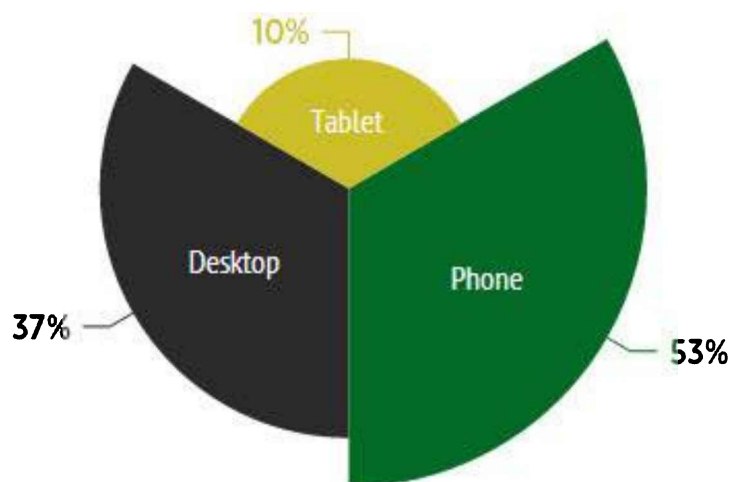




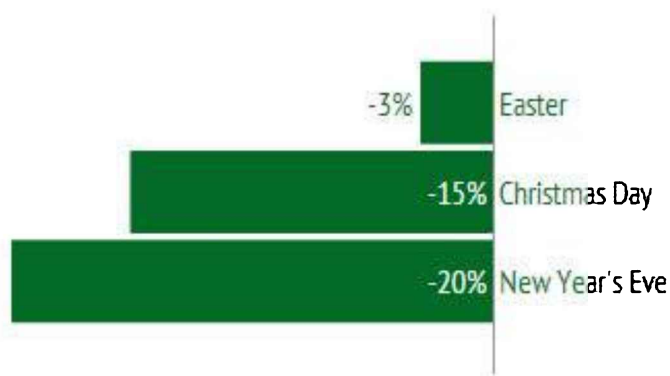
cartoon -3

Pinky

## Device Proportions in 2014



## Holiday Traffic Changes



[www.pornhub.com/insights](http://www.pornhub.com/insights)

First up we've got Jamaica, where they chill on Pornhub for a luxurious 12 minutes and 47 seconds on average. That's almost a whole 4 minutes more than the rest of the world! They're also not particularly affected by the holiday season, in terms of letting Christmas or New Year's Eve interfere with their Pornhub time, showing only 15% and 20% traffic drops on these days.



**Sunday**

Most Popular Day



**Friday**

Least Popular Day



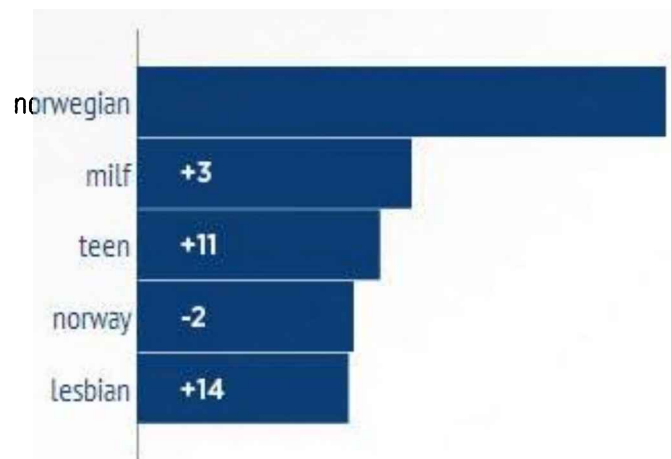
**9 mins 5 secs**

Average Time Spent Per Visit



**29%** Proportion of Female Viewers

## Most Popular Searches of 2014

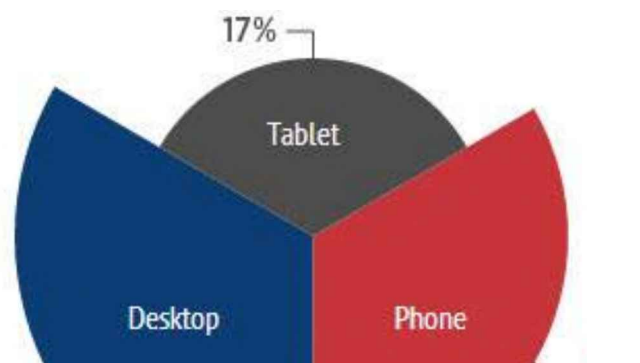


Favorite  
Pornstar



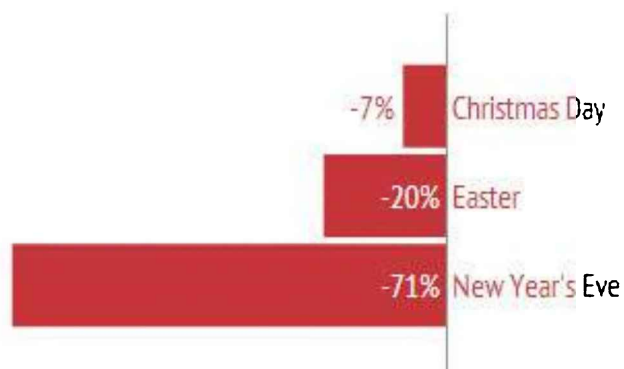
Lisa Ann

## Device Proportions in 2014



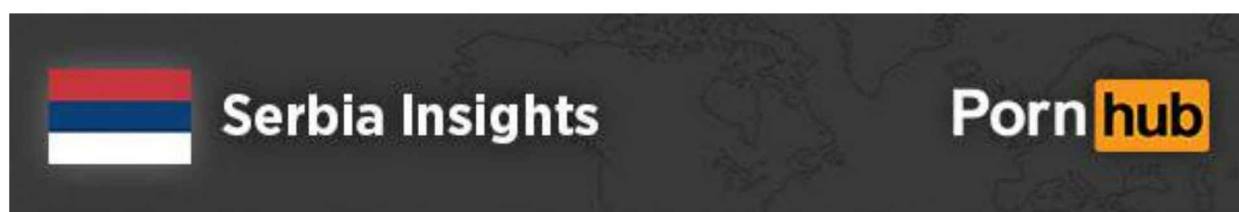


## Holiday Traffic Changes



[www.pornhub.com/insights](http://www.pornhub.com/insights)

Over to Norway now where their device proportions are something to keep an eye on. With only 35% of their traffic shares allocated to mobile compared to the worldwide 45% they do fall a little short, but they make up for it in tablet use which stands strong at 17%. On Christmas Day they're opening up presents then Pornhub on their browsers seemingly right after as traffic is only down 7% on baby Jesus' b-day but dips down a staggering 71% on New Years Eve. Party on!




**Monday**  
 Most Popular Day


**Saturday**  
 Least Popular Day


**7 mins 17 secs**

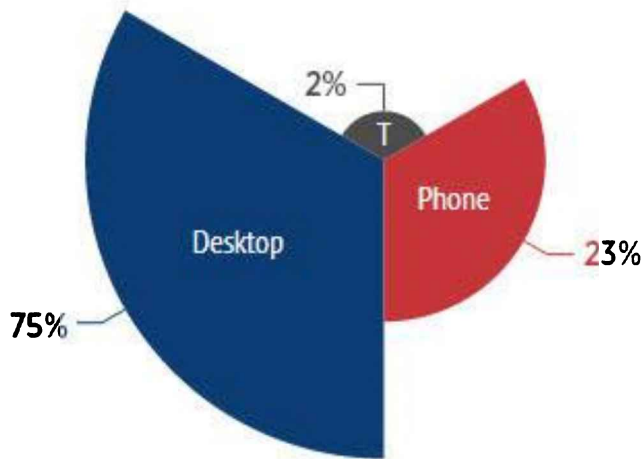
Average Time Spent Per Visit



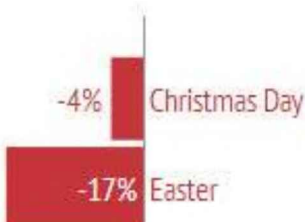
Most Popular Searches of 2014



Device Proportions in 2014



Holiday Traffic Changes



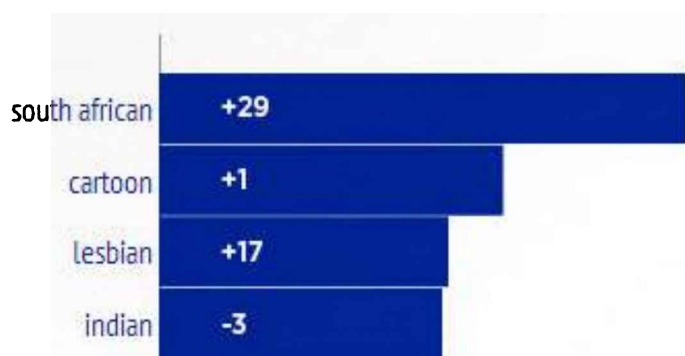


[www.pornhub.com/insights](http://www.pornhub.com/insights)

They keep it pretty quick on Pornhub in Serbia with the average visit lasting only 7 minutes and 17 seconds. According to their top searches, they're also very specifically interested in themselves and moms as all of the top terms are oriented around MILFs and Serbians. To each their own!



## Most Popular Searches of 2014



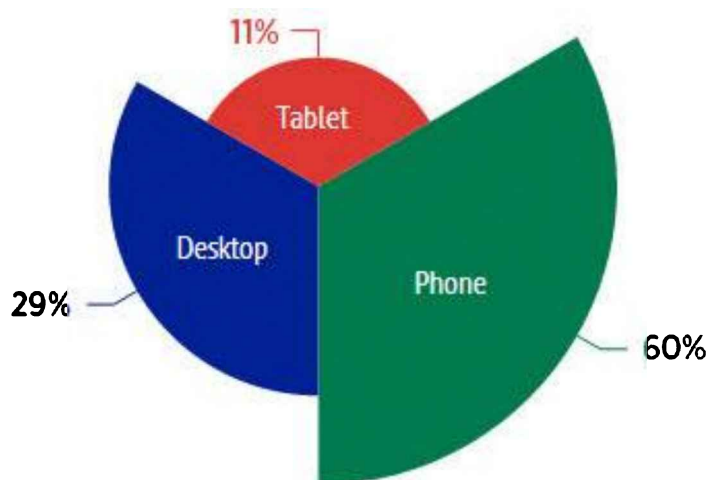
Favorite Pornstar



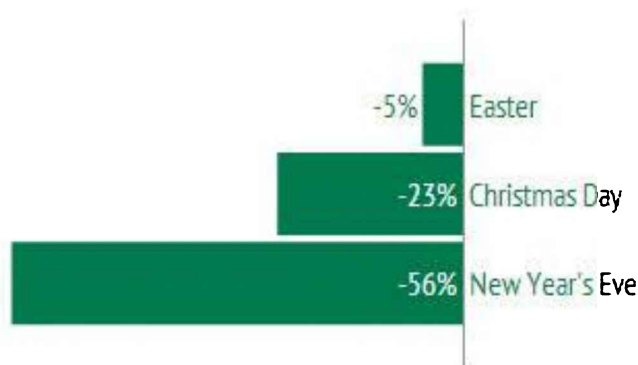


Kim Kardashian

## Device Proportions in 2014



## Holiday Traffic Changes

[www.pornhub.com/insights](http://www.pornhub.com/insights)

We tip our hats to you, ladies of South Africa, for accounting for a knockout 32% of the Pornhub viewership in your gorgeous country. South Africans are also all about that portable porn, with 71% of their traffic shares originating from mobile devices. Another fun fact? 'South African' now tops the list for most popular search term in the land, after an impressive 29 spot climb. Last year's 'Indian' has been knocked down 3 spots.



## Finland Insights

**Porn**hub**Sunday**

Most Popular Day

**Saturday**

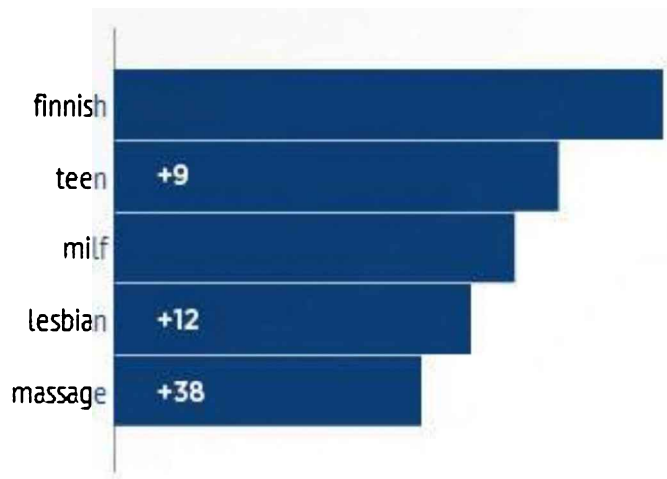
Least Popular Day

**8 mins 39 secs**

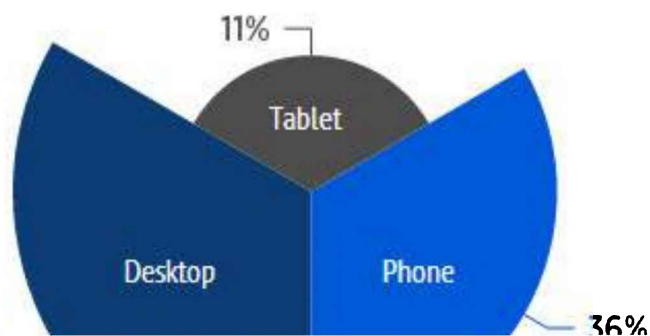
Average Time Spent Per Visit

**27%** Proportion of  
Female Viewers

### Most Popular Searches of 2014

Favorite  
Pornstar**Lisa Ann**

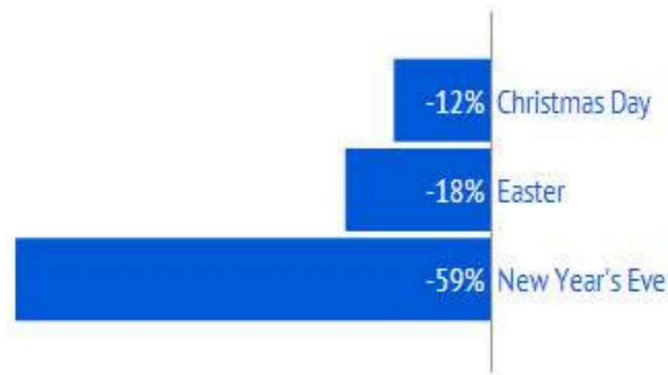
### Device Proportions in 2014







## Holiday Traffic Changes



[www.pornhub.com/insights](http://www.pornhub.com/insights)

We'll finish off with Finland where they too are still peeping Pornhub on their PCs for the most part as a considerable 53% of traffic shares are desktops. Perpetual fan favorite Lisa Ann tops the charts as the most searched for porn star in the land, whom undoubtedly many Finns are searching for during their solid 8 minute and 39 average sessions.

- [Stats](#)
- [Press](#)





≡

- [Stats](#)
- [Press](#)

## Scandinavian Women Insights

{ [0 comments](#) }

May 16, 2017

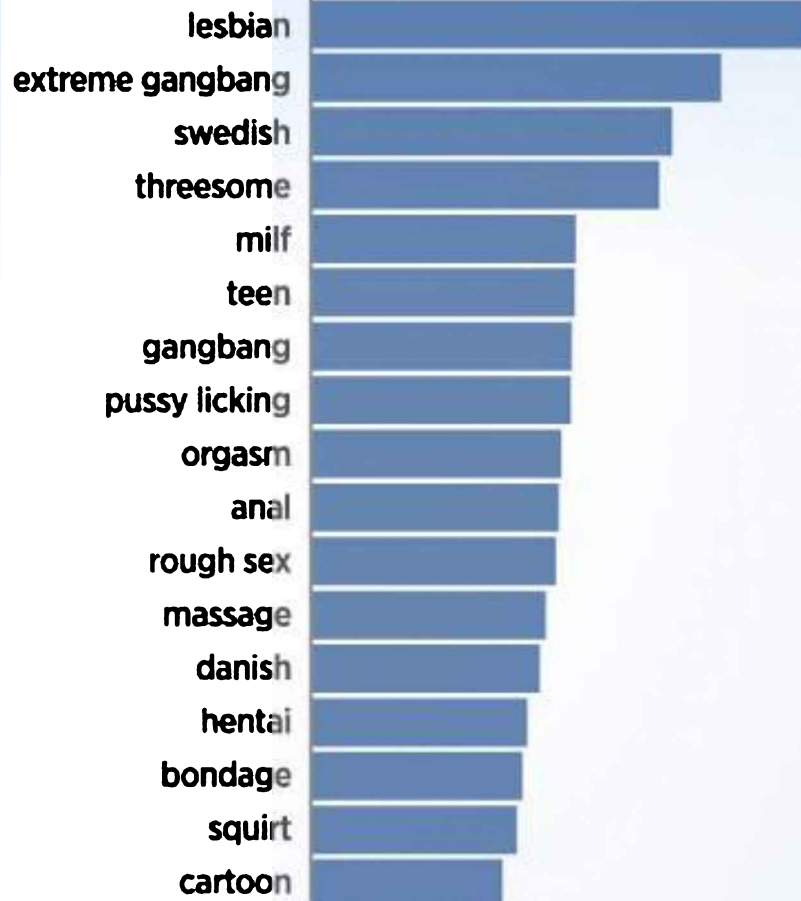


Pornhub Insights has spent quite a bit of time studying the countries of Scandinavia, including [Denmark](#), [Sweden](#) and [Norway](#). In today's report, we're joined by Sweden's [Nyheter24](#) to find out how women in Scandinavia enjoy watching Pornhub, and how they differ from men and [other women](#).

Sweden ranks highest for female traffic at 16th worldwide, followed by Norway at 27, Denmark at 28, Finland at 38 and Iceland at 108. On average, Scandinavian women spend 11 minutes and 14 seconds when they visit Pornhub, which is 36 seconds longer than their male counterparts.

Like elsewhere in the world, Scandinavian women [search more often](#) for "[fucking](#)" followed by "[porn](#)". Searches for "Swedish" come in 3rd, and "Danish" also makes the list of top searches across the region.

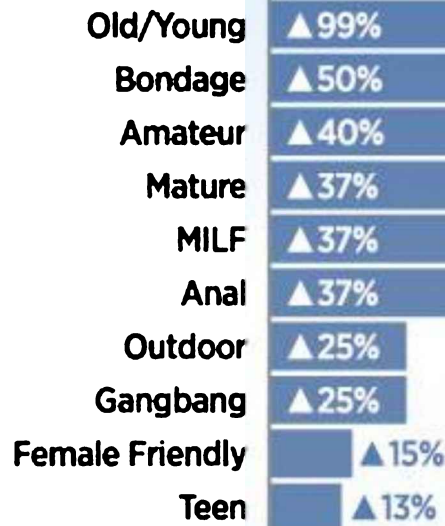
## The Most Popular Searches By Scandinavian Women



[pornhub.com/insights](https://pornhub.com/insights)

Compared to women elsewhere in the world, Scandinavian women proportionately view the “Old/Young” category 99% more often, followed by “Bondage” which is 50% more popular and “Amateur” 40% more popular.

## Viewed More by Scandinavian Women Compared to Women Worldwide

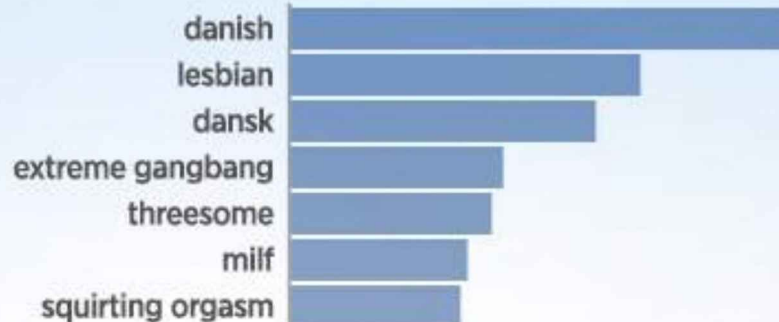


Percent different in category popularity when compared to women elsewhere in the world

[pornhub.com/insights](https://pornhub.com/insights)

In each country, [REDACTED] “Danish”, “Icelandic” and “Swedish” rank first in their respective countries, while “Finnish” and “Norwegian” take a back-seat to “lesbian” in those countries.

## The Most Popular Searches By Scandinavian Women







hentai  
threesome  
teen  
suomi  
gangbang



icelandic  
threesome  
anal  
lesbian threesome  
big dick  
double penetration  
cartoon



lesbian  
norwegian  
norsk  
massage  
extreme gangbang  
milf  
gangbang



swedish  
extreme gangbang  
threesome  
massage  
gangbang  
squirting orgasm  
anal



[pornhub.com/insights](https://pornhub.com/insights)

When compared to women elsewhere in Scandinavia, ~~viewed in Germany and the Netherlands~~ the “German” category, and 17% more into “BBW”. In Finland, the “Masturbation” category is 34% more popular with women, and “Hentai” 23% more popular.

In Iceland, women view the “Czech” category 109% more often, and “Party” 62% more. Norway finds transgender videos in the “Shemale” category 15% more appealing, as well as 13% more for “Bisexual”. In Sweden, women are 20% more likely to view the “Arab” category.

**Porn** hub

**Categories Viewed More Often  
Compared to Other Scandanavian Women**



**DENMARK**



**FINLAND**



**ICELAND**



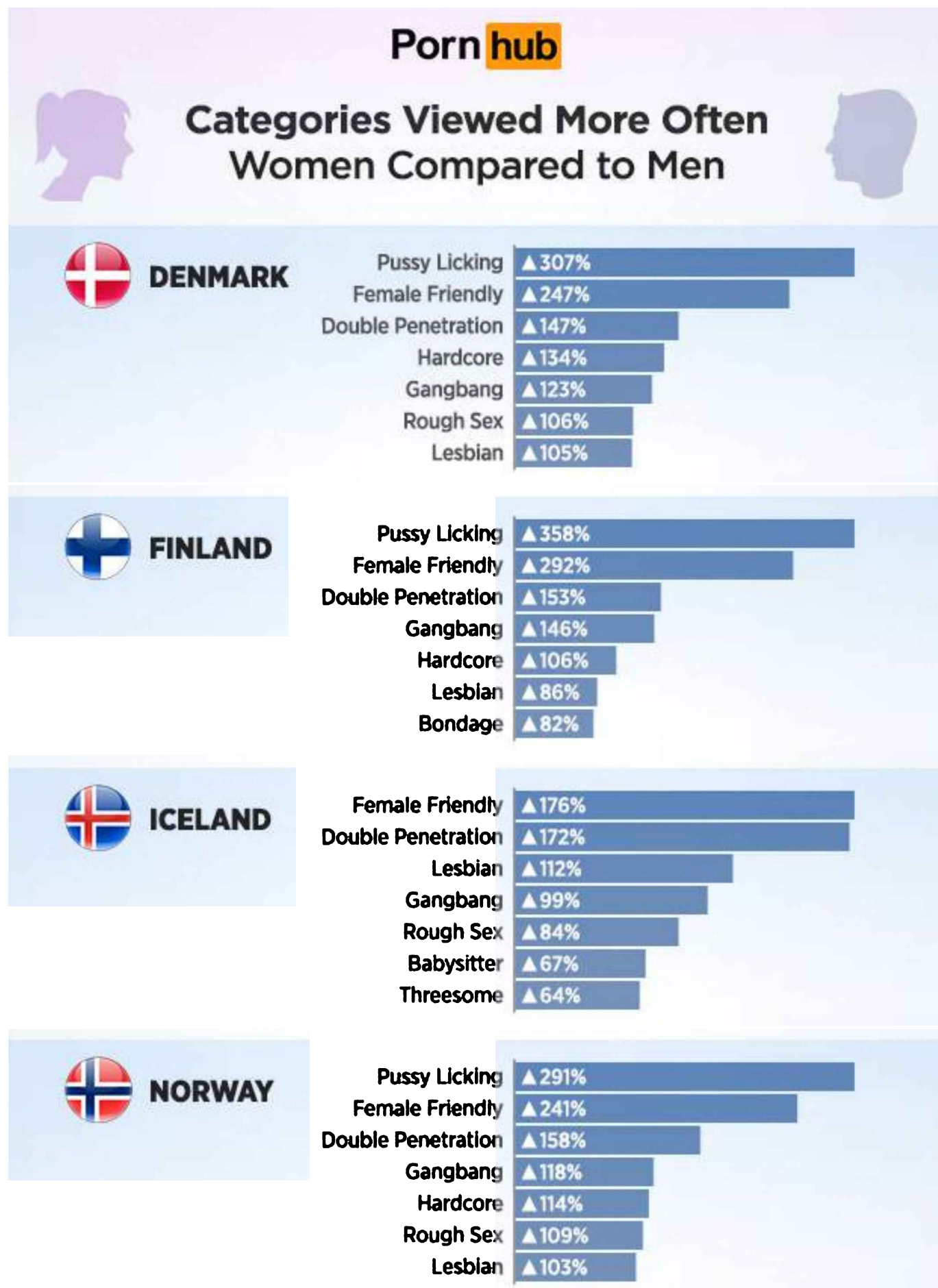
**NORWAY**



**SWEDEN**



Compared to men in their respective countries, most Scandinavia women are around 300% more likely to view the “Pussy Licking” category, with the exception of Icelandic women. In most countries, the “Female Friendly” category is also significantly more popular with women.







Percent different in category popularity when compared to men in each country [pornhub.com/insights](https://pornhub.com/insights)

27% of Pornhub’s visitors from Sweden, Norway and Iceland are women — matching the worldwide average. In Finland, 26% are female, and Denmark 25%.

The age of female visitors differs greatly between Scandinavian countries. Denmark’s female porn viewers are significantly older, with only 47% being Millennials under the age of 35. Compare that to Sweden, where 62% of female visitors are under 35. The 18-24 age group is by far the largest in Finland at 37%. Norway has the most 25-34 year olds at 32%.

## Age and Gender Proportions of Scandinavian Women



● Female % ● Male %



● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65+

[pornhub.com/insights](https://pornhub.com/insights)





We hope you enjoyed this edition of Pornhub Insights. Be sure to check out our other female focused posts including [What Irish Women Want](#), [Women Searching for Women](#), [Colombian Women](#), [Women and Tech](#) and [Women's Favorite Searches](#) worldwide.




Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS




Name



Антон Штадлер 5 months ago

Finland is not Scandinavian country


2 ^ v Reply Share



Me → Антон Штадлер 3 months ago

Idiot. Yes it is.

^ v Reply Share



The\_Last\_Ride → Me 3 months ago

no it isn't....

3 ^ v Reply Share

ALSO ON PORNHUB INSIGHTS

Meghan Markle Searches

1 comment 2 months ago

kunsloff — I'm wondering why the spike for Megan Markle in October happened before. Is it because press tend to foster ...

Celebrating 10 Years of Porn... and Data!

9 comments 8 months ago

Surprise\_Motherfucka — I don't want ot dissapoint you, but in some areas on the Earth it's impossible to have such life ...

Gay Porn Pride

Italian Men vs Women

Search for:

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Pornhub Insights is research and analysis directly from the Pornhub team. We've compiled data from billions of hits, all to explore the intricacies of online porn viewership. [Pornhub.com](#) is the world's biggest porn site. Follow Insights for stats, events, and Pornhub related announcements.

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[2017 Year in Review](#)





## The Golden Age of Porn Searches



## Game of Thrones Season 7 Premiere Traffic



## Gay Porn Pride



# FIDGET SPINNER SEARCHES

Pornhub



Fidget Spinner Insights



Virtual Reality Porn





## Women and Tech

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# North Korea Insights

0 comments July 12, 2017

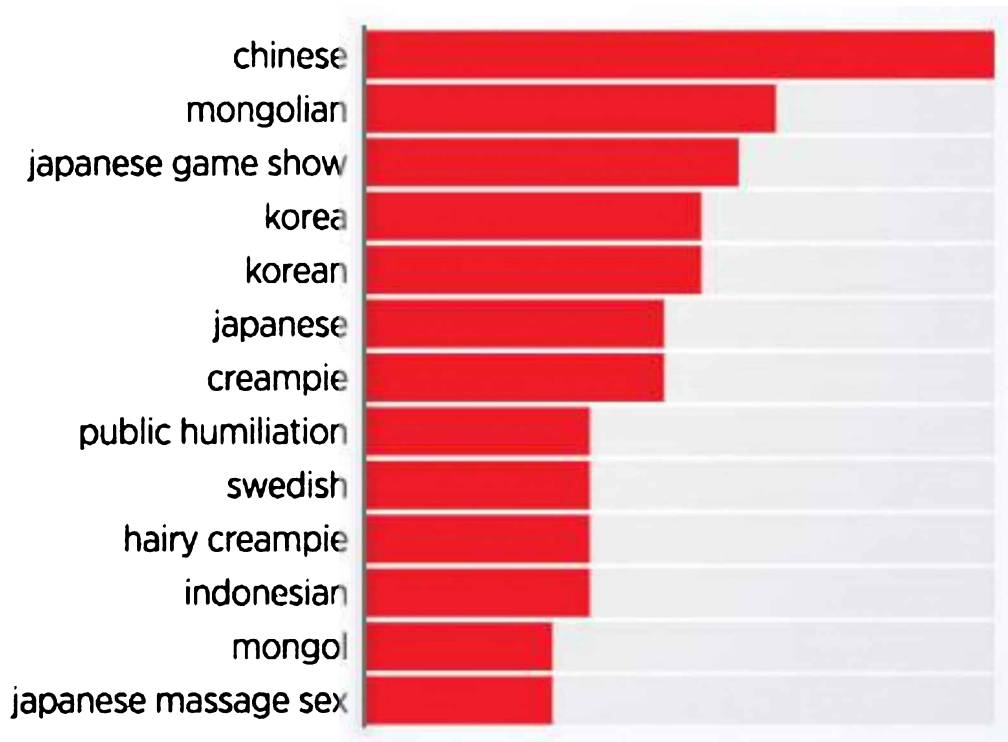


Pornography of any sort is officially banned in North Korea, but Google Analytics does still report regular incoming traffic — albeit only a few thousand visitors to Pornhub over the course of 2016 and 2017. While much less than the 80 million visitors arriving at Pornhub each and every day, it's still enough traffic for our statisticians to make some generalizations about what type of porn is most often watched in North Korea, and how it's consumed. The folks at [Inverse](#) checked in to see what Insights we found.

The most searched for terms from North Korea include many different nationalities including “Chinese”, “Mongolian”, “Japanese”, “Korean”, “Swedish” and “Indonesian”.



### Most Searched for Terms

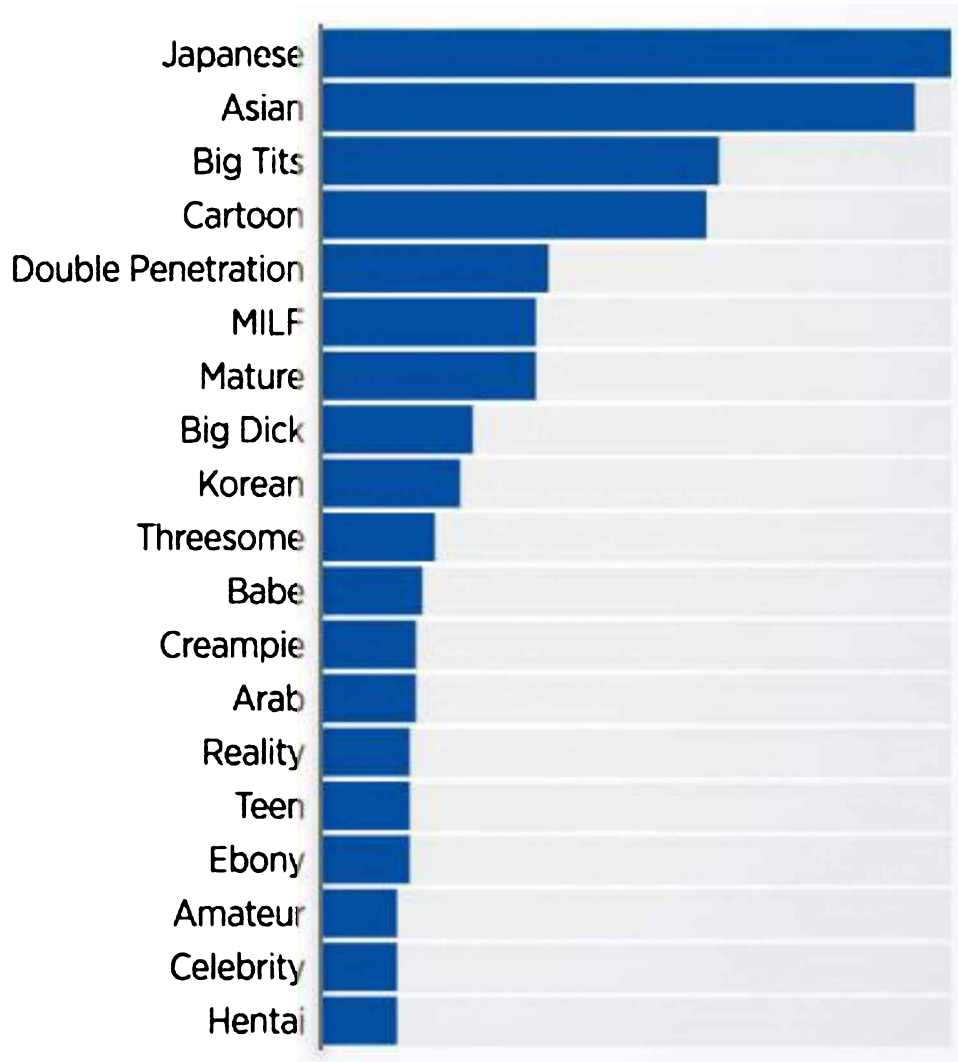


[pornhub.com/insights](https://pornhub.com/insights)

The most viewed categories of porn include Japanese, Asian, Big Tits and Cartoon. The Korean category falls into ninth spot. Most other countries we have studied tend to search for and view porn featuring their fellow citizens more than any other type, so this may support the idea that searches in North Korea are coming from foreign visitors to the country.



## Most Viewed Categories

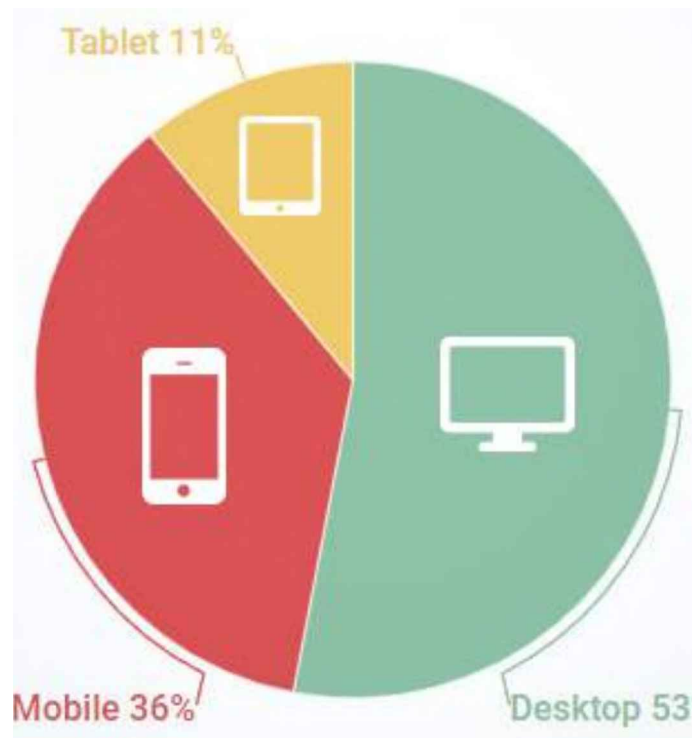


[pornhub.com/insights](https://pornhub.com/insights)

While the tablet proportion of traffic (11%) is consistent with most other parts of the world, North Korea's smartphone traffic (36%) is much smaller than elsewhere, and desktop/laptop traffic still accounts for more than half of all visits. Worldwide, mobile devices account for more than 75% of all traffic to Pornhub.



## Device Traffic

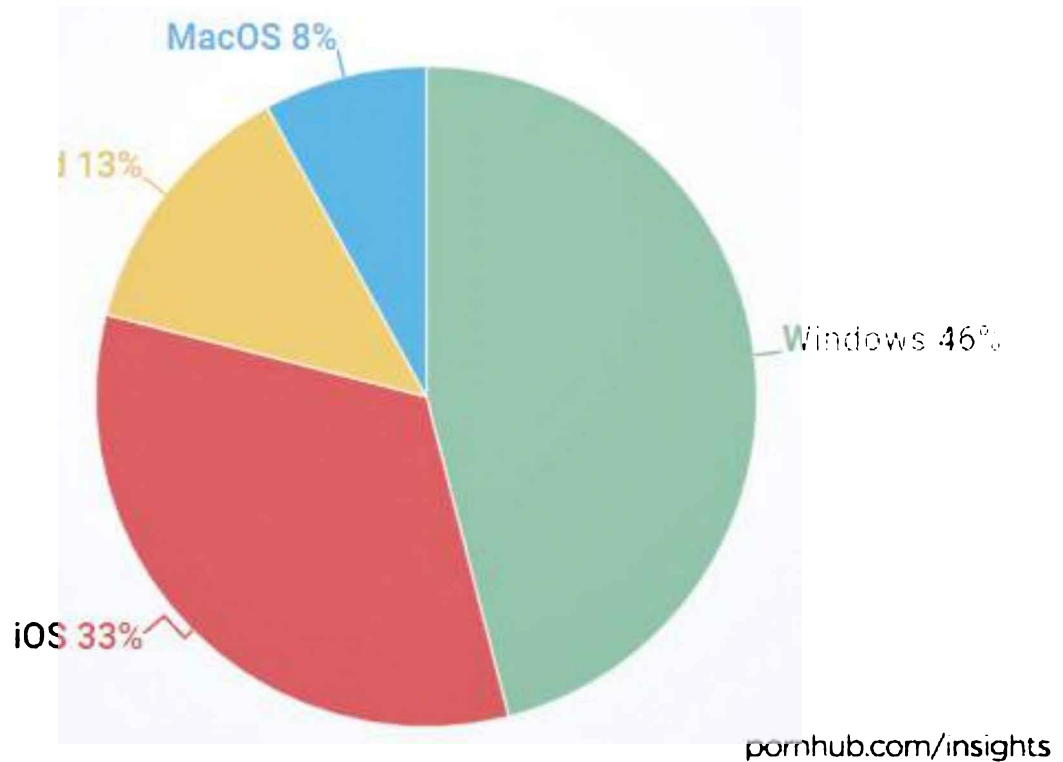


[pornhub.com/insights](https://pornhub.com/insights)

Worldwide traffic from iPhone and Android mobile devices is roughly equal (with Android slightly in the lead), but in North Korea Apple devices are 2.5x more popular than Android. Desktop traffic from MacOS accounts for a larger proportion of traffic in North Korea compared to worldwide, where most people are still using Windows based computers.



## Operating System Traffic

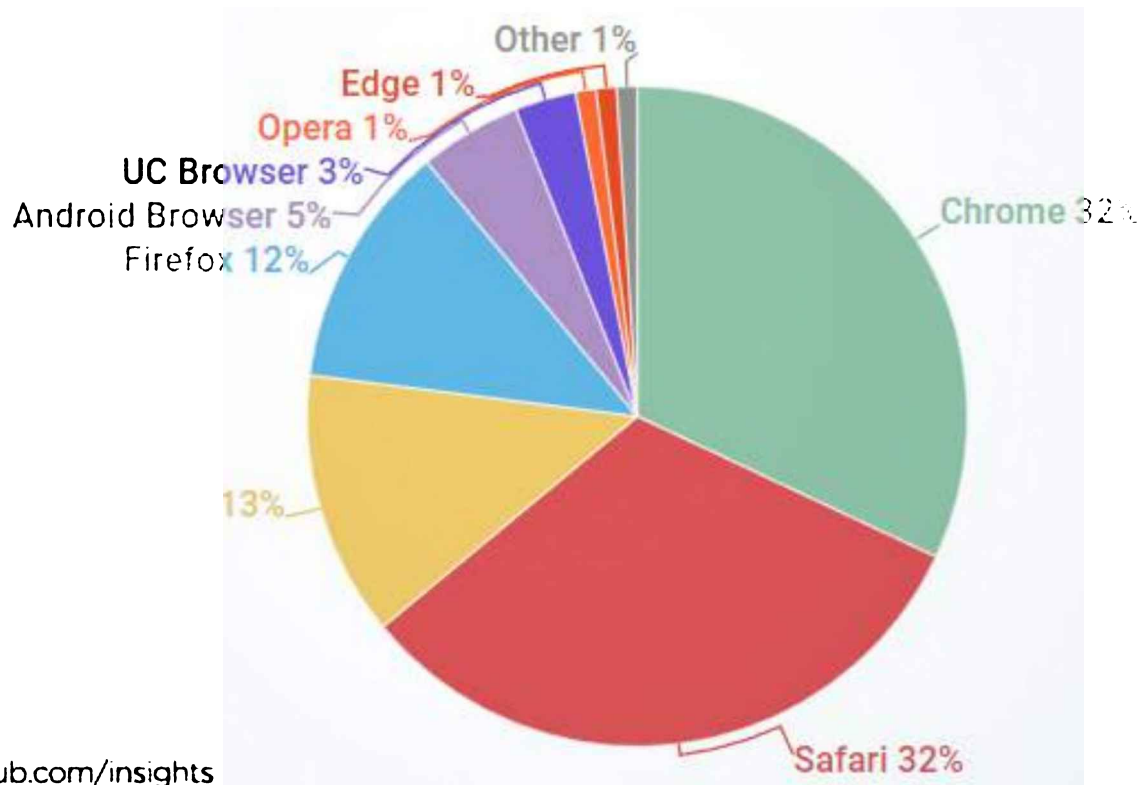


Worldwide, Google's Chrome browser makes up 51% of all traffic coming to Pornhub, but in North Korea it's much less at 32%. Much of that difference is made up with Apple's Safari browser, accounting for 32% in North Korea but only 9% elsewhere in the world.





## Web Browser Traffic



To see how North Korea compares to other countries worldwide, please check out our most recent Pornhub Insights [Year in Review](#).